APRIL 4, 1955

35c PER COPY

BROADCASTING TELECASTING

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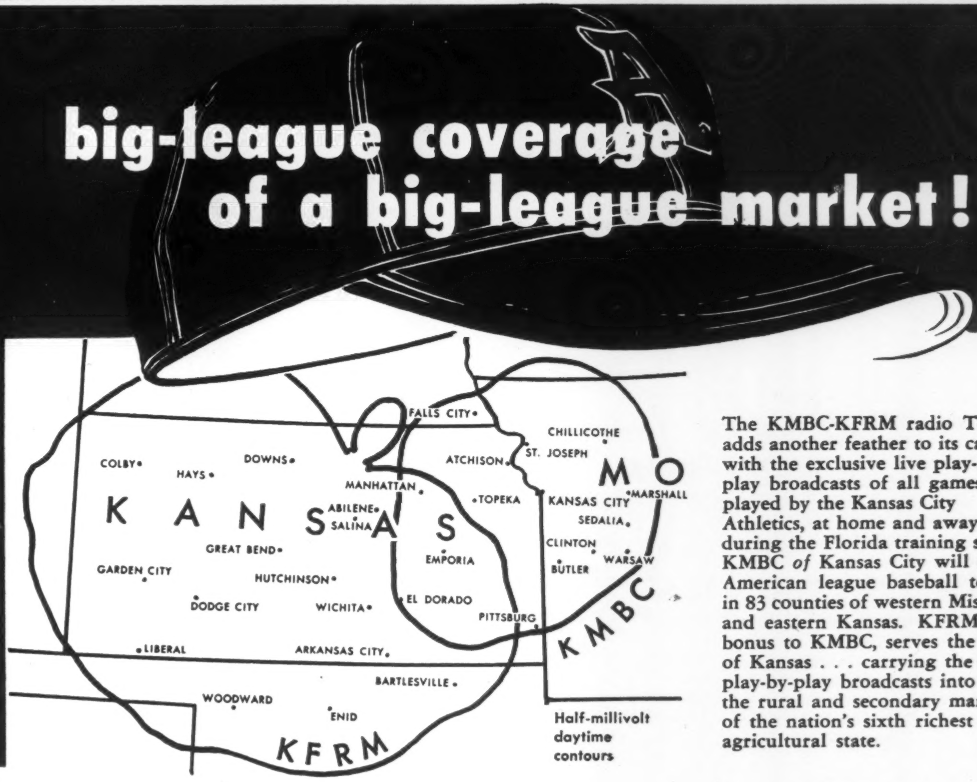
24TH year

THE NEWSWEEKLY
OF RADIO AND TV

big-league coverage of a big-league market!


FALLS CITY
CHILLICOTHE
ST. JOSEPH
COLBY
HAYS
DOWNS
ATCHISON
MO
MANHATTAN
MARSHALL
KANSAS
ABILENE
SALINA
TOPEKA
KANSAS CITY
SEDALIA
GREAT BEND
CLINTON
EMPORIA
WARSAW
GARDEN CITY
HUTCHINSON
BUTLER
DODGE CITY
WICHITA
EL DORADO
PITTSBURG
KMBC
LIBERAL
ARKANSAS CITY
BARTLESVILLE
WOODWARD
ENID
KFRM

Half-millivolt daytime contours

The KMBC-KFRM radio Team adds another feather to its cap with the exclusive live play-by-play broadcasts of all games played by the Kansas City Athletics, at home and away, and during the Florida training season. KMBC *of* Kansas City will carry American league baseball to fans in 83 counties of western Missouri and eastern Kansas. KFRM, a bonus to KMBC, serves the state of Kansas . . . carrying the play-by-play broadcasts into the rural and secondary markets of the nation's sixth richest agricultural state.

the KMBC-KFRM radio TEAM

in the Heart of America

Big-league baseball coverage is typical of the high-powered programming that has made KMBC-KFRM the leading radio combination in the great Heart of America market. On the air 18½ hours a day, the Team carries a finely balanced program schedule that's nationally famous for building and holding a tremendous audience. Local-flavor news of regional importance, "live" entertainment and one of the most active farm departments in radio—together with CBS network programming—set the stage for advertising results that can't be equalled. For baseball adjacencies and choice run-of-the-log availabilities, see your Free & Peters Colonel.

KMBC-KFRM

One of America's great radio stations—6th Oldest CBS Affiliate

CBS
Primary Basic CBS Radio

FREE & PETERS, INC.
Exclusive National Representatives

. . . and for television, the Swing is to KMBC-TV . . Kansas City's Most Powerful TV Station

Another thinly disguised WJR success story

You take the station break, I'll sell the milk

One of WJR's regular advertisers is a rapidly growing Detroit dairy. They sponsor a program twice weekly, and on Sundays, around noon.

Their commercials end with their telephone number, so people can order milk, and they report that no commercial ever goes unanswered.

Sundays were no different—except that the dairy was closed Sundays. All who called got "no answer."

What did they do? Easy. They called WJR, instead. There's no switchboard operator Sunday, so the announcers took down milk orders and we called them to the dairy on Monday.

The Sunday commercial doesn't have a phone number any more—it got too hard to make station breaks between 12:30 and 1 p.m. Sunday.

Which shows that WJR listeners are so anxious to own WJR-advertised products that a little thing like "no answer" doesn't stop them. They know they can count on WJR.

That's why so many smart advertisers—ones eager to sell the 16,000,000 people (10 per cent of U.S. buying power) in WJR's primary coverage area—are WJR advertisers. They know the best—and cheapest—way to *move goods fast* is to buy *spot radio* on *key stations*.

Your Henry I. Christal representative will tell you about WJR. It's quite a story.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

WJR'S primary coverage area:
16,000,000 people

Publ
DeS

SATURDAY EVENING POST DECEMBER 25, 1954

SMURGE
GRIT
WHIFF
HER'N ... VAL'
Just to keep you Posted...

Ray Goulding and Bob Elliott razz other shows with props like the paper plate with newsprint ("so you can get the news while you eat")

ARE THEY THE

Funniest Pair on the Air?

By GEORGE SESSIONS PERRY

Scripts? Rehearsals? Bob and Ray use neither in ad-libbing their way through more than 20 hours of nonsense a week. that these free-wheeling comedians may

FRED ALLEN has long been famed for his quick wit and his ability to improve a script during a performance. Too, Groucho Marx is justly celebrated for his free-style repartee. Nevertheless the general opinion among show people and critics seems to be that for humorous ad-libbing, nobody excels a pair of radio and television comedians called Bob and Ray—Bob Elliott and Ray Goulding.

Frequently on radio these two men play the parts of a whole stageful of characters, each with his or her own distinct and individual voice and personality. The feat appreciably adds to the enjoyment of those listeners who, with a sense of being on the inside, know that all those voices emanate from only

two men. Their accompli
more incredible when you
ance, which is always smart
script whatever. This flow
actors, adorned with an en
foibles, represents the nat
vescence of two brilliantly

One of the richest sourc
their ability to parody the
radio and television as th
dramatic slush known as so
nearly always have one or
unconventional soap operas

There are a score of other
get laughs and chuckles. Th

Bob & Ray

NOW ON WBZ+WBZA

The clowns are back in Boston town. And all New England's laughing every weekday from 5 to 6 P.M. Women, tuned to the afternoon serials, stay for Bob and Ray. The youngsters dial a smile at 5 P.M., too. And during the 5 o'clock traffic rush you can follow Bob and Ray from car to car.

Give *your* commercials the fabulous Bob and Ray punch on New England's most powerful voice. Remember, you cover 51 counties, 6 states with WBZ+WBZA. For availabilities, call Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WBZ+WBZA

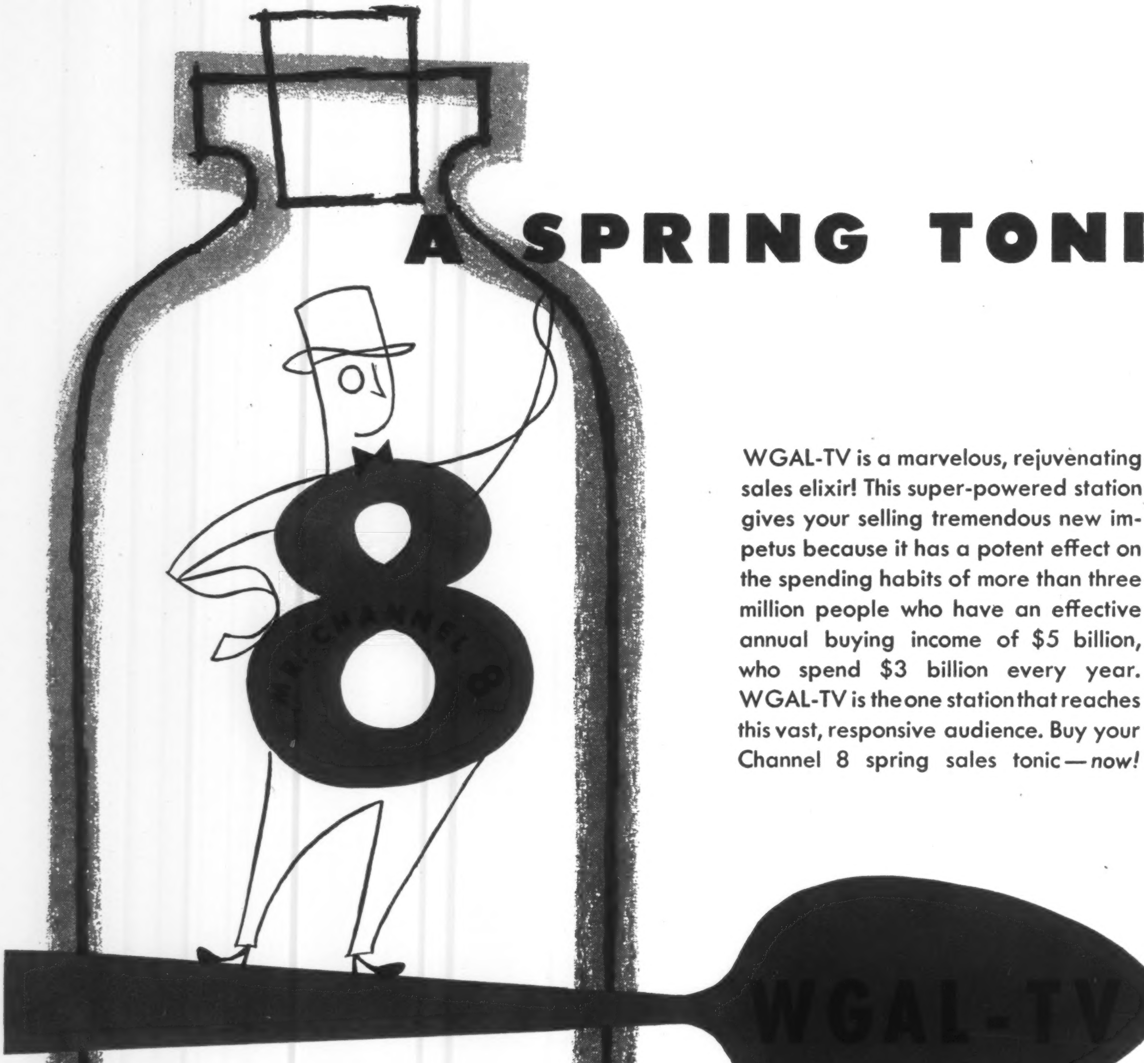
WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

WBZ+WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;*
KDKA • **KDKA-TV**, *Pittsburgh;* **WOWO**, *Fort Wayne;*
KEX, *Portland;* **KPIX**, *San Francisco*
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

A SPRING TONIC



WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station gives your selling tremendous new impetus because it has a potent effect on the spending habits of more than three million people who have an effective annual buying income of $5 billion, who spend $3 billion every year. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic—*now!*

316,000 WATTS

Lancaster, Pa.

NBC • CBS • DuMont

Channel 8 Mighty Market Place

Harrisburg
York
Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Carlisle
Sunbury
Martinsburg
Reading
Lebanon
Pottsville
Hazleton
Shamokin
Mount Carmel
Bloomsburg
Lewisburg
Lewistown
Lock Haven
Hagerstown

Representatives:

MEEKER TV, INC.

New York **Chicago**
Los Angeles **San Francisco**

STEINMAN STATION

CLAIR McCOLLOUGH, PRES.

closed circuit®

PARK AVENUE WHODUNIT • Dr. Frank Stanton in his own behalf as head of investment group (399 Park Avenue Corp.) and not as president of CBS Inc. has exercised option on 399 Park Avenue block for personal investment. (CBS, for its own expansion, reportedly is looking at property "north of city.") Option by Stanton group had been held since 1950 at $500,000 per year for 72-year lease (30-year original lease and two 21-year options) and was exercised last Wednesday just prior to March 31 expiration. Stanton group plans to tear down properties and build modern office structure after present tenants vacate. Site is opposite new Lever House.

B•T

LATEST name to hit list of candidates for Comr. Frieda B. Hennock's membership on FCC is that of Dr. Franklin Dunham, chief of radio and tv, U. S. Office of Education, and former NBC education and public affairs director. Dr. Dunham, 62, is widely traveled, has been decorated by France and holds Papal decoration as Knight of the Holy Sepulchre. Miss Hennock's term expires June 30.

B•T

'MONITOR' PROBLEMS • There'll be serious time clearance problems facing NBC Radio's negotiating teams when they start dickering with affiliates on details of new *Monitor* program for weekends (see pages 7, 27), judging by first reactions to plan divulged on closed circuit Friday afternoon. With each station having own local programming and spot commitments, negotiators will run up against usual problem of local vs. network payments for given facility. "It's just another attempt by NBC to get into the spot business," one affiliate manager said after hearing closed circuit.

B•T

FIRST look at results of extensive field testing of remote control operation indicates high-power and directional equipment can be operated successfully, following pattern of low-power transmitters. Experiments at 17 stations will be unveiled at NARTB Engineering Conference May 25-26, during Washington convention week.

B•T

TUNE-UP • To ascertain cost factors and other intricacies of conversion of vhf tv sets to receive uhf range, Sen. Warren G. Magnuson (D-Wash.) has called in half-dozen leading tuner and strip manufacturers for private session April 20. This will precede April 25 meeting of receiving set manufacturers with Sen. Magnuson's Commerce Committee in effort to evolve voluntary agreement whereby all future sets would be all-band to alleviate circulation problem in uhf. Identities of companies called in not revealed, presumably because of antitrust aspects.

B•T

ONE TOP tuner maker, Sarkes Tarzian, operator of ch. 4 WTTV (TV) Bloomington, Ind., is expected to show "confidence" in future of uhf by applying soon for several uhf satellites in Indiana, Illinois and possibly Ohio. Mr. Tarzian estimates satellites could be built for about $60,000 each.

B•T

NETWORK SATELLITES • Major tv networks are understood to be showing considerable interest in affiliating with stations having uhf satellites in rural areas where present coverage is lacking. There is prospect of high-power uhf outlets with 2,000-ft. towers to fill in white areas between major markets.

B•T

HAROLD C. STUART, former Assistant Secretary of Air Force, now practicing law in Washington and Tulsa, will move to Tulsa this fall to assume policy direction of KVOO-AM-TV. He plans to spend one-third to one-fourth of his time in Washington in his administrative law practice. Now vice president of Central Plains Enterprises Inc. (KVOO-TV), he will supervise building of new plant to house both am and tv operations. KVOO-TV (ch. 2) goes to full 100 kw power next month. Vice president and general manager of KVOO-AM is William B. Way. C. B. Akers is general manager of tv operations.

B•T

STILL BAITING • Though most New York broadcasters are adhering to anti-"bait-switch" code they adopted few weeks ago, violations persist. Sub-standard practices reported by New York's Better Business Bureau point to at least three tv stations. Most effective voluntary cleanup said to have been in radio. Tv has been slower, particularly in copy modification. In general, facelifting of radio-tv copy has been noticeable since code adopted, BBB sources say.

B•T

SWEDISH business interests are formulating project for commercial television as opposed to present government plan for government-owned system supported by receiving set taxes. With only limited experimental operation now underway in Stockholm, group has commissioned Per Norlin, vice chairman and director of Scandinavian Airlines System, to U. S. to explore American tv methods and develop project which would contemplate either private system or jointly owned system. Scandinavian Airlines is owned 50-50 by government and private interests.

B•T

BACK FOR MORE • Noxzema Chemical Co., which was dropped from Ed Murrow's *Person to Person* on CBS-TV because network wanted "institutional" advertiser on it, is unhappy about that experience but is in market for another tv show. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

B•T

WALL STREET JOURNAL *has been catching it from broadcasters as well as Station Representatives Assn. (see page 59) on its March 21 story carrying headline "Fading Radio." Complainants (among them Charles W. Balthrope, KITE San Antonio; Tim Elliot, WCUE Akron; Hugh K. Boice Jr., WEMP Milwaukee, and J. Milton Hall, KWBB Wichita) are in same vein: that story did not bear out headline which dealt only with network phase of radio.*

B•T

EISENHOWER MYSTERY • Whether President Eisenhower will formally address NARTB Convention in Washington week of May 22 remained undecided last week. Prospect, however, was that if his schedule would not permit full-dress speech, he might make brief off-the-cuff appearance.

B•T

IT'S UNLIKELY FCC will appeal either so-called Camden or Spartanburg cases wherein the Court of Appeals ordered hearings by the FCC under mandatory provisions of Sec. 309 (c). But Commission is hopeful it will get relief at this session of Congress along lines of its majority request to eliminate automatic hearing [B•T, March 28]. Rep. Oren Harris (D-Ark.), chairman of Subcommittee on Communications, House Interstate & Foreign Commerce Committee, is expected to introduce bill calling for this amendment sometime soon.

B•T

LOOKING FOR HOME • Longines Wittnauer Watch Co., New York, which had been notified by CBS-TV that as of May 13 its four-year program *Longines Wittnauer Chronoscope* will go off air, plans to continue to underwrite show, probably sometime next fall, and is looking for place on another network. Firm will continue sponsoring its radio program on CBS Radio. Victor A. Bennett Co., New York, is agency.

B•T

BIOW-BEIRN-TOIGO, New York, for undisclosed Procter & Gamble product is placing radio-tv spot announcement campaign starting April 18 in about 25 television and 50 radio markets. Daytime minutes in radio and day and nighttime minutes, seven days weekly in tv, are being used.

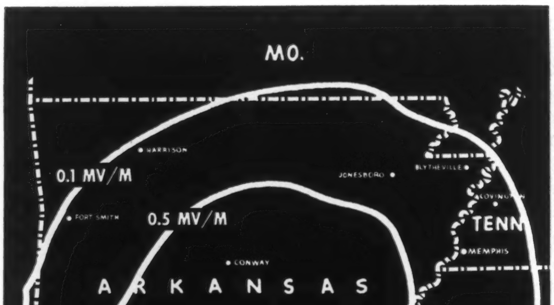
KTHS (LITTLE ROCK)

REGALLY SERVES *De Queen*, TOO!

WHEN you use 50,000-watt KTHS, you obviously expect a lot more than Metropolitan Little Rock. You expect extensive coverage of *most of Arkansas.*

KTHS delivers! *De Queen* (Ark.) for example, with a population of 3,015, is only one of scores of smaller cities, towns and villages served by KTHS throughout the State. Yet by itself, De Queen represents only about *one tenth of one percent* of the people in the KTHS interference-free daytime coverage area!

In Arkansas, use the BIG radio value — KTHS, Basic CBS.


MO.
0.1 MV/M
0.5 MV/M
HARRISON
JONESBORO
BLYTHEVILLE
LOVING
TENN
FORT SMITH
MEMPHIS
CONWAY
ARKANSAS
LITTLE ROCK
HOT SPRINGS
PINE BLUFF
CLARKSDALE
GRENADA
CAMDEN
EL DORADO
MISSISSI
MINDEN
RUSTON
BASTROP
MONROE
YAZOO CITY
VICKSBURG
LOUISIANA

The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

NBC'S 'OPERATION REDESIGN' FOR RADIO DESCRIBED BY WEAVER IN CLOSED CIRCUIT

FIRST disclosure of NBC Radio's revolutionary plan to revitalize network radio through new type of weekend programming was made Friday afternoon in private closed-circuit talk by NBC President Sylvester L. (Pat) Weaver Jr. He spoke to affiliates over nationwide loop, describing details of new continuous Saturday morning-Sunday night *Monitor* program (see story page 27).

NBC is shooting for 50% cumulative weekend audience when it opens *Monitor* June 12, Mr. Weaver said. He added that advertisers using flexible "pattern of positions" during 40-hour program can take advantage of this 50 rating. Third of people are driving on weekends and using auto radios, he said.

"This is not a retreat," Mr. Weaver insisted, describing details of "new and effective program patterns" that will work for advertisers. "This is what we have to do to get the money," he explained, predicting advertisers "will be back in the medium to stay."

"For the first time radio looks at the whole field, with no rules," he said. "Soon people will again be saying, 'Did you hear. . . ?' "

Opening his closed-circuit talk with a cheery "Hello, fellows," Mr. Weaver described affiliate committee negotiations and told of what he said was unanimous committee support of *Monitor*. He said some commercial details of *Monitor* were too confidential for nationwide closed circuit talk and would be explained in person by station relations personnel.

Jim Fleming, creator of *Today* and other programs, told how NBC Radio is setting up communications desk in Radio City to keep in touch with world. He introduced excerpts of *Monitor,* with such typical features as Morgan Beatty commentary, sports events, music from foreign city and broadcast from jet plane. Dramatic, comedy and biographical sketches will be offered and such features as housewife complaints, weekly accolade, gags by prominent personalities and many types of vignettes.

Mr. Weaver said radio, with tape, can do many things tv can't do. He reminded affiliates that radio must face facts and not pretend television isn't here.

EDWARD LAMB DENIES RED AFFILIATIONS, SAYS NEVER WROTE 'WORKER' STORY

EDWARD LAMB took witness stand before FCC Examiner Herbert Sharfman Friday in 6½-month-old hearing on license renewal of his WICU (TV) Erie, Pa., and under detailed examination by FCC Broadcast Bureau he emphatically denied that he ever was legal advisor to International Labor Defense in 1930s, ever attended ILD meetings or allowed use of his name by front organization, ever knew ILD had so used his name, ever wrote article appearing under his name in 1936 Sunday edition of *Daily Worker,* ever sent telegram in 1948 to *Worker* editor John Gates.

Mr. Lamb said article in *Sunday Worker* about "Two Women, Both Fearless Fighters for the People" (widows of Russian leader Nikolai Lenin and Sun Yat-Sen, first president of Chinese Republic, whom Mr. Lamb once interviewed on world tour) may have been picked up by someone at one of numerous chautauqua talks he delivered on "Five Famous Women Today," one of whom also included Mrs. Franklin D. Roosevelt. He said he often gave copies of talks to reporters.

Mr. Lamb related trips abroad in 1933 and 1935 as "tourist and observer," during both of which he visited Russia. He said he "tried to interview people in all walks of life everywhere I visited," but didn't consult any top Soviet officials. He submitted news stories to hometown papers, copies of which were introduced by FCC.

Mr. Lamb denied ever "attending school" in Russia, although he visited schools, hospitals, factories, etc. He recalled sitting behind Stalin at football game, speaking few words to him, "but there was nothing sinister about it."

WICU owner related legal work as defense counsel (appointed by American Civil Liberties Union) for striking employes and union at Electric Auto-Lite Corp. in Toledo in 1934. He said as lawyer he defended all employes regardless of their political, religious or racial background, but had difficult time arbitrating wide factions stirred up by agitators such as Louis Budenz who were attempting to advance themselves politically and get publicity.

Mr. Lamb similarly recounted legal work for striking union workers at McGuffey, Ohio, later that year. He said AFL retained him.

Upon protest of Broadcast Bureau, examiner refused to allow Mr. Lamb to read preliminary statement before testimony. Copies given press before taking stand show he would have said "not I alone, but my government is on trial." He has called FCC hearing "political frameup." Hearing was to continue with further questioning of Mr. Lamb Saturday.

NO PICTURE

SOMETHING new in tv spots has been started on WBKB (TV) Chicago by Cole-Finder Inc., local Mercury car dealer, which bought series of 50 weekly four-second audio-only spots in nightly 7-11 p.m. bracket to introduce station's local and ABC network programs. Sterling C. (Red) Quinlan, vice president of station, describes concept as "commercial promotion announcements," with this type tag line: "Cole-Finder invites you to watch *Disneyland.*" Mr. Quinlan points out no sales pitch or video slides are employed to promote dealer and thus claims no "triple-spotting" involved. Fifty-two week contract placed through Irving Rocklin & Assoc.

• BUSINESS BRIEFLY

FIELD BUYS RADIO • Saturation radio spot campaign calling for average of 90 announcements per week on five "leading" Chicago stations by Marshall Field & Co. for its budget floor revealed Friday by Radio Advertising Bureau. Agency is Calkins & Holden, Chicago. Retail store will promote "merchandise at price" items (apparel, luggage, other products) in competition with other floors in 60-second spots starting April 10. Contract hailed by agency, station and bureau executives as milestone in Chicago retail department store circles.

PARKER CHANGES AGENCY • Parker Pen Co., Janesville, Wis. (Parker 51-21, Jotter ball point pen, pencils, desk sets), appoints Tatham-Laird Inc., Chicago, to handle advertising after 12-year association with J. Walter Thompson Co. T-L already handles advertising for Parker's Flaminaire cigarette lighter. Firm has concentrated on printed media (about $1.5 million annually) but has used some television, including spot and sponsorship of CBS-TV's *Four Star Playhouse* (dropped last January). Drive to be launched early this summer to capitalize on back-to-school theme.

EYEING KID SHOW • Borden Co. and General Foods, both through Young & Rubicam, N. Y., understood to be considering CBS-TV's new weekly, 7:30-8 p.m. lineup of juvenile fare (story page 82) for possible sponsorship.

MAXWELL HOUSE RADIO • General Foods, for Maxwell House coffee (regular), starts radio spot announcement campaign April 6 to run through May 27 in 10 markets in three western states plus Chicago, Dallas and Fort Worth. Benton & Bowles, N. Y., is agency.

NATIONAL EXPANSION • Harriet Andre Inc. (Tress-Kit, plastic cap, and Wonder Jim, exercisor), N. Y., which has been using television in East, is expanding nationally during April with plans to cover about 200 markets in all. Product Service, N. Y., is placing campaign.

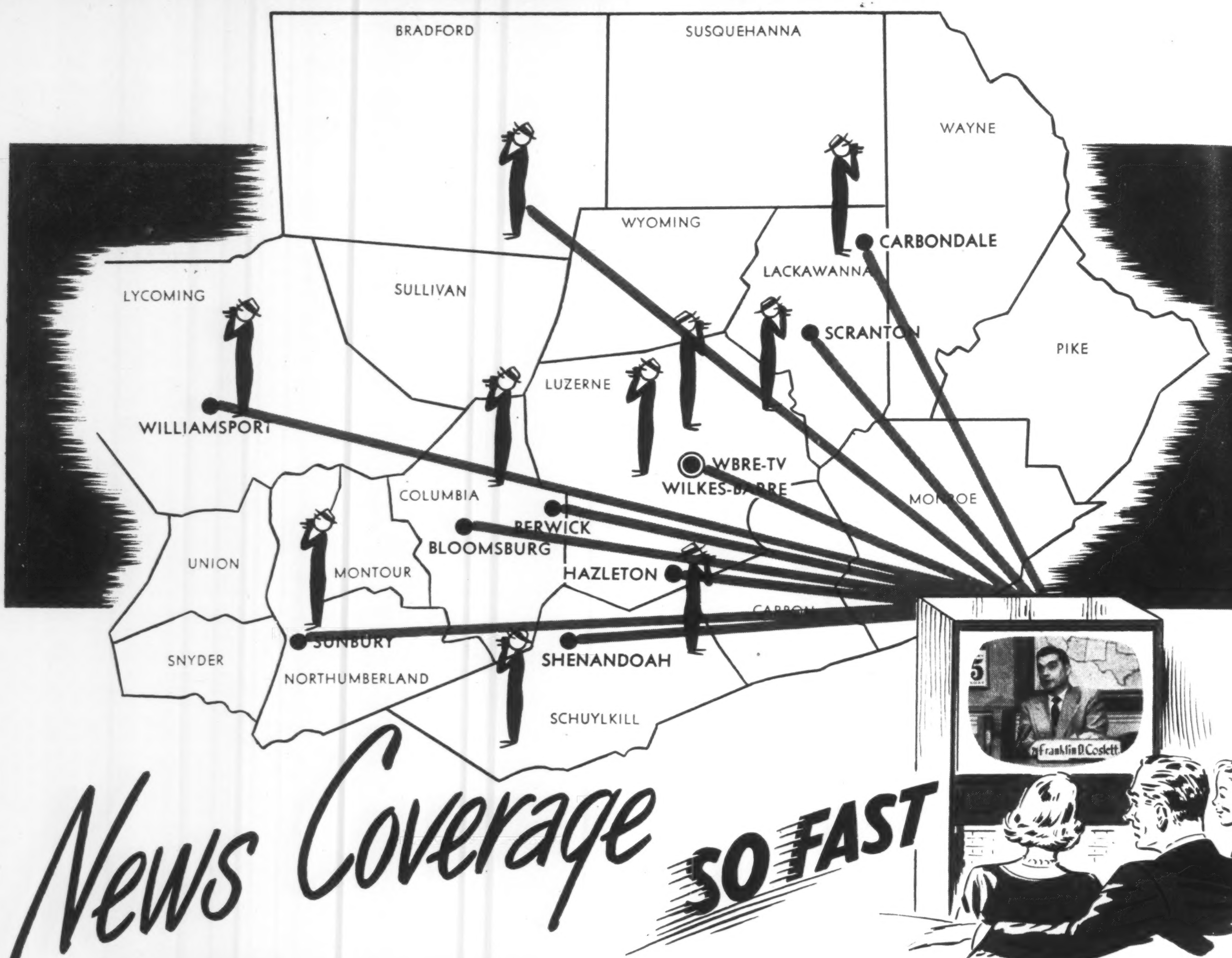
TAKE TEA • Tea Council, N. Y., through Leo Burnett Co., Chicago, will place heavy tv spot campaign in 11 markets for iced tea, May through August.

STOUT FELLOWS • Goetz Country Club Stout, through Compton Adv., N. Y., is placing combined radio-tv spot announcement campaign using minutes in availabilities near male-appeal programs. Schedule starts April 4 and May 1 and runs from 13 to 26 weeks.

F&P Starts Sales Series

LLOYD GRIFFIN, vice president for television at Free & Peters, New York, has announced introduction of seven-week sales development series covering major aspects of tv spot business for representation firm's tv personnel. Guests from stations represented by Free & Peters in addition to firm's employes will be present at seven Wednesday night sessions in series called "Spot Basics."

In outlining primary objective of series, Mr. Griffin said, "An informed salesman who knows his prospects, knows his prospect's requirements, knows what selling tools are at his disposal and how to use them is a successful salesman."


BRADFORD
SUSQUEHANNA
WAYNE
WYOMING
CARBONDALE
LACKAWANNA
LYCOMING
SULLIVAN
SCRANTON
PIKE
LUZERNE
WILLIAMSPORT
WBRE-TV
WILKES-BARRE
MONROE
COLUMBIA
BERWICK
BLOOMSBURG
UNION
MONTOUR
HAZLETON
CARBON
SUNBURY
SNYDER
SHENANDOAH
NORTHUMBERLAND
SCHUYLKILL
5
Franklin D. Coslett
News Coverage
SO FAST

WBRE-TV Serves a 17 County Area in a Matter of Minutes

WBRE-TV's Regional News Coverage is produced by a 10-man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. By use of bus and air service, news is received, developed (in minutes with high speed equipment) and aired the same day it happens.... often while the news is still being made. Thus, WBRE-TV renders a personal, community service unmatched by any other medium. This up-to-the minute news service to the 2,000,000 population in WBRE-TV's viewing area, has gained for this station an audience vastly superior to any TV station reaching any part of this great Northeastern Pennsylvania industrial and agricultural market. Consider WBRE-TV for news. We invite you to make inquiry, because you can profit by advertising in the one medium which covers these 17 counties whose combined retail sales equal America's 12th largest market.

November, 1954 Wilkes-Barre-Scranton

Telepulse - Evening News Ratings were as follows:

WBRE-TV	17.4
Station B	5.8
Station C	—
Station D	2.4

Set Count as of March 1, 1955 245,000

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

at deadline

Tucson Ch. 9 Bid Filed; Other New Applications

BID for new tv station on ch. 9 at Tucson, Ariz., filed with FCC Friday by Tucson Tv Co., owned by D. W. and Kathleen Ingram. Mr. Ingram is owner of lumber firm and warehouses. Effective radiated visual power asked is 57.7 kw. Estimated cost $271,655, first year operating cost $276,000, revenue $300,000. Other new applications:

Sale of WRAD Radford, Va., by multiple-station operator Rollins Bcstg. Co. for $125,000 to Alice and Perry E. Gresham. Latter heads Bethany College, Bethany, W. Va.

Sale of William Schons' 50% interests in WKAI Macomb, Ill., and KLIL Estherville, Iowa, to A. G. Bush, chairman of executive committee of Minn. Mining & Mfg. Co. and director KSTP-AM-TV St. Paul. Consideration involves cancellation of $40,000 loan to stations. Edward Schons retains 50% holdings in two outlets.

Request for new station at Escondido, Calif., on 1510 kc with 5 kw fulltime, directional, filed by Riverside agencyman W. L. Gleeson and associates. Mr. Gleeson holds 68.2%. Others include E. L. Barker, chief owner KLOK San Jose, and G. R. Pollock, contractor.

Low Power Tv Favored

GENERAL approval of FCC's proposal to permit low powered tv stations in small cities (see story page 69) expressed Friday at deadline filings by Radio-Electronics-Television Mfrs. Assn., NARTB, Philco, Sylvania and WSM-TV Nashville, Tenn. All recommended FCC also authorize boosters and satellites. Some suggested further moves to permit automatic operation of transmitters, use of directional antennas, off-air relays and permission for stations in cities larger than 50,000 population to use low power operation.

Referring to boosters and satellites, Sylvania said on-channel booster would cost $19,500 to build, $9,950 yearly to run; off-channel converter-repeater, $21,500 to build, same amount to run; low power, originating station, $44,500 to build, $18,000 yearly to operate. WSM-TV said low cost booster would cost between $5,000 and $10,000 to build, and about $2,000 per year to run.

KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb., were favorable to FCC proposal, suggested that satellites be limited one to a community, approved booster idea to fill in coverage "holes," hit at community tv systems as obstacle in way of establishment of small city tv stations.

WNEX-TV Macon Sold for $1

SALE of ch. 47 WNEX-TV Macon, Ga., by Macon Television Co. (owned 80% by WNEX Macon and 18% by William A. Fickling) to E. K. Cargill, former WMAZ Macon executive and theatre owner, and J. C. Barnes Sr., Texas oilman, reported Friday with filing of application for FCC approval. Messrs. Cargill and Barnes paying $1 for WNEX-TV, but assuming $260,000 in obligations ($185,000 long term and $75,000 accounts payable). Balance sheet showed WNEX-TV with total deficit of $184,730. Station began operating August 1953, is affiliated with NBC. It competes with CBS-affiliated, ch. 13 WMAZ-TV Macon. Unless transfer is approved, application said, station will have to cease broadcasting. Mr. Cargill will own 25%, Mr. Barnes 75% of station.

SPONSORED CULTURE

HECHT Co. program, *Music in School,* broadcast weekly over WGMS Washington to 66,000 school children, will be carried overseas in several languages by Voice of America. Determining factor behind VOA decision was fact that *Music in School* is commercially sponsored and symbol of cultural achievement under American free enterprise broadcast system. Behind sponsorship of series is Harry M. Davidow, executive vice president of Hecht Co., one of nation's largest department stores. It is used as regular music course in Washington schools. Hecht Co. donated radios to schools lacking equipment.

FCC Hits Tv Boosters

FCC ordered 23 persons allegedly operating illegal tv boosters in central Washington [B•T, March 21] to hearing in Seattle beginning May 9. Order, directed to three unauthorized booster operations in Quincy, Nespelem and Bridgeport, Wash., is to show cause why cease and desist order should not be issued. Boosters operate by picking up Seattle tv signals, amplifying and rebroadcasting them. Commission also said booster operators were re-broadcasting Seattle tv station signals without permission of stations concerned.

WGN to Screen Records

WGN-AM-TV Chicago has set up own review board to screen all record releases because of "increasing number of sub-standard" issues. Board will meet periodically to help "reinforce a traditionally strict music clearance policy," according to Bruce Dennis, WGN program director. Serving on board, along with Mr. Dennis, are J. E. Faraghan, WGN-TV program director; Win Jolly, assistant WGN program director, and other personnel, including disc jockeys.

Senate Ratifies ITC

SENATE Friday ratified by vote of 74-1 International Telecommunications Convention with annexes and protocol signed in December 1952 at Buenos Aires, officially placing document in effect in part of U. S. ITC represents revision of Atlantic City Convention of 1947 [AT DEADLINE, March 7]. Plan has been approved by 32 nations.

UPCOMING

April 6-7: Senate Juvenile Delinquency subcommittee hearings on effect of television, Old Supreme Court Room, U. S. Capitol.

April 8-9: Alabama Broadcasters Assn., Whitney Hotel, Montgomery.

For other Upcomings see page 108.

PEOPLE

JAMES C. ZEDER JR., assistant to Bruce E. Miller, director of advertising and merchandising of Plymouth Div. of Chrysler Corp., appointed Plymouth's radio-television advertising manager. Mr. Zeder formerly was with McCann-Erickson, N. Y., and Grant Advertising, Detroit.

PETER FINNEY, former vice president in charge of radio-tv, Harry B. Cohen Adv., N. Y., to Vidicam Pictures Corp., N. Y., as partner and executive vice president in charge of creative production.

JOHN F. HENRY, account executive on American Motors and Nash Motors division accounts, elected vice president of Geyer Adv., N. Y.

RAY H. KREMER, former radio-tv director of Rutledge & Lilienfield, Chicago, appointed account executive at CBS Radio Spot Sales, Chicago. He was formerly radio-tv director at Lambert & Feasley, N. Y. At one time, Mr. Kremer was with CBS Radio as director of *Grand Central Station* and also has directed radio programs for NBC.

LEWIS G. GREEN, head of Green Assoc., Chicago radio-tv package firm, appointed head of radio-tv division of Reincke, Meyer & Finn Inc., same city.

CHARLES D. KASHER, president of Charles Antell Inc., announced Friday that he has sold his interest in company and has acquired title to advertising agency, TAA Inc., which formerly handled Antell account [B•T, March 28]. Mr. Kasher plans to act as advertising consultant specializing in mail order and "hard sell" copy.

PAUL B. MOWREY, tv consultant, formerly with ABC in production, program and sales capacities, retained by Zenith Radio Corp. for "special activities" in connection with company's subscription television program.

ALBERT W. OBERHOFER, formerly with retail sales department of *Chicago Tribune,* appointed account executive at Bolling Co., Chicago, station representative firm.

RCA Tv Set Sales Run High

PREDICTING "continued high industry-wide level of television set sales," Robert A. Seidel, executive vice president, consumer products, RCA, reported last Friday that sales of RCA Victor television receivers are running ahead of 1954 record high.

Mr. Seidel talked before home furnishing conference of National Retail Dry Goods Assn. in Washington. He said television will be responsible for "the greatest opportunity for increases in home furnishing sales and profits this year, next year, or perhaps any year during our lifetime."

Junius Fishburn Dies at 89

JUNIUS BLAIR FISHBURN, 89, Roanoke, Va., publisher-broadcaster (*Times* and *World-News* and WDBJ-AM-FM), died Friday, day after FCC made final grant of Roanoke's ch. 7 to WDBJ. Mr. Fishburn was board chairman of publishing company. His son, Junius P. Fishburn, then president, died March 24, 1954, after being stricken during tv hearings in Washington. Mr. Fishburn's death Friday brought to three number of publisher-broadcasters who died last week. Others: Col. Robert McCormick (*Chicago Tribune*-WGN-AM-TV and *New York News*-WPIX [TV]) and Joseph Pulitzer (*St. Louis Post-Dispatch*-KSD-AM-TV) (see story page 78).

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
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BROADCASTING* Magazine was founded in 1931 by Broadcastting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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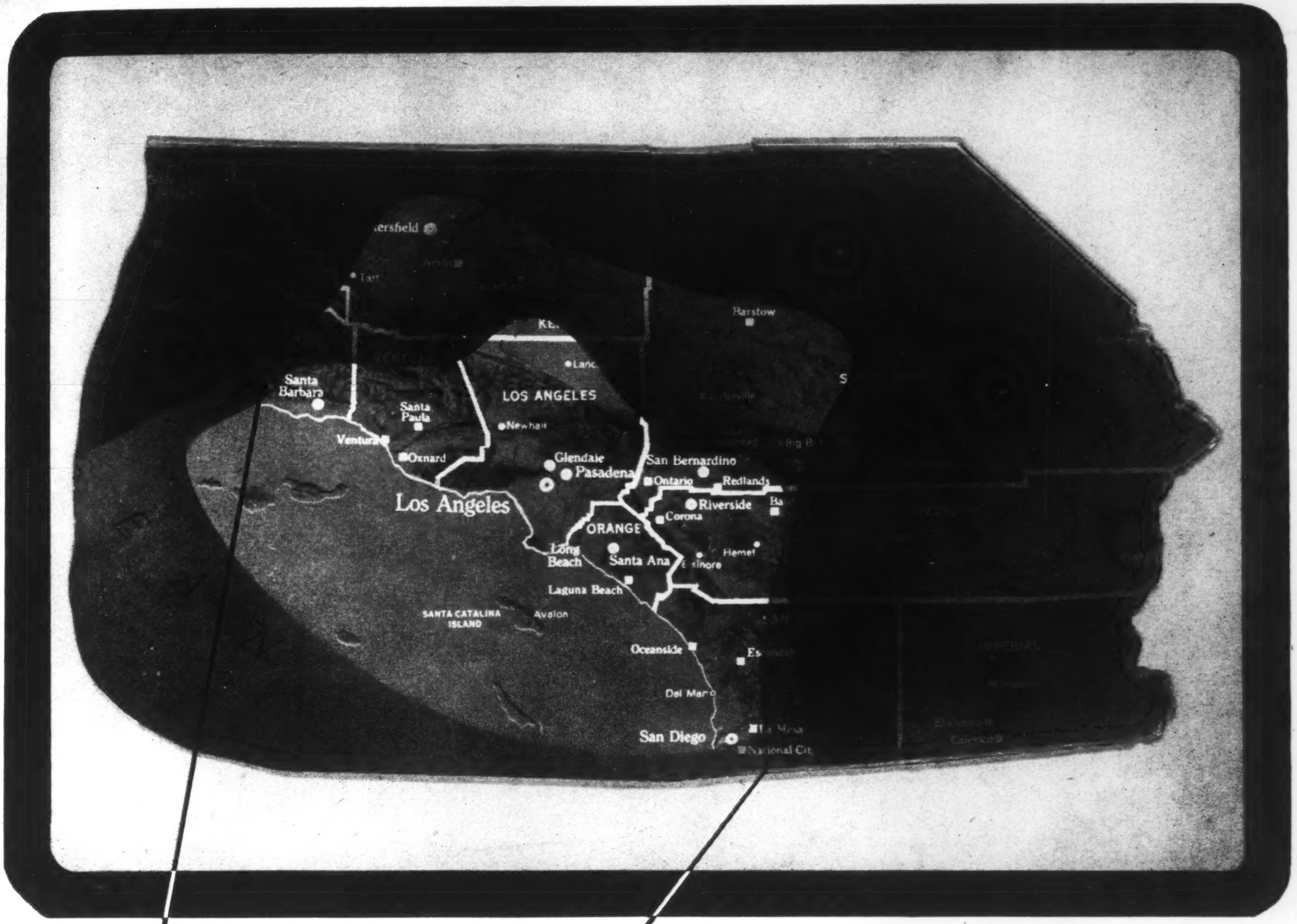
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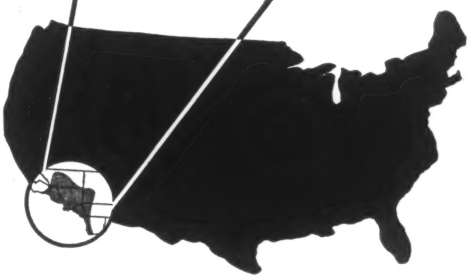
Laguna Beach
SANTA CATALINA ISLAND
Avalon
Oceanside
Del Mar
San Diego
La Mesa
National City

KTLA

covers the rich Southern California Television Market

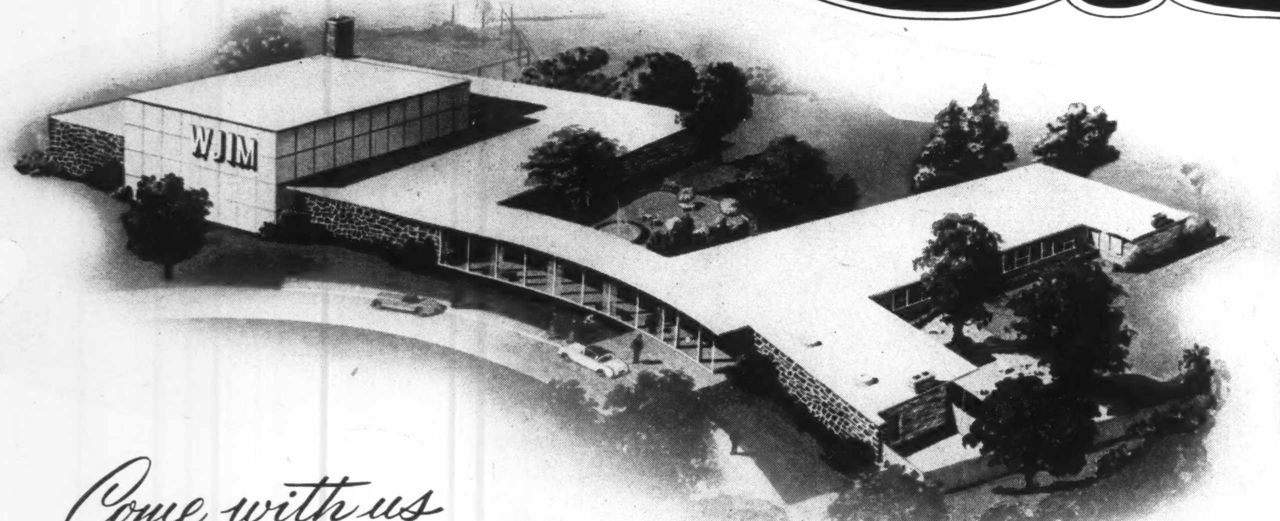
97% of all the television families in the eight Southern California counties live where they can watch Channel Five.



7% of the nation's television homes can be reached by KTLA

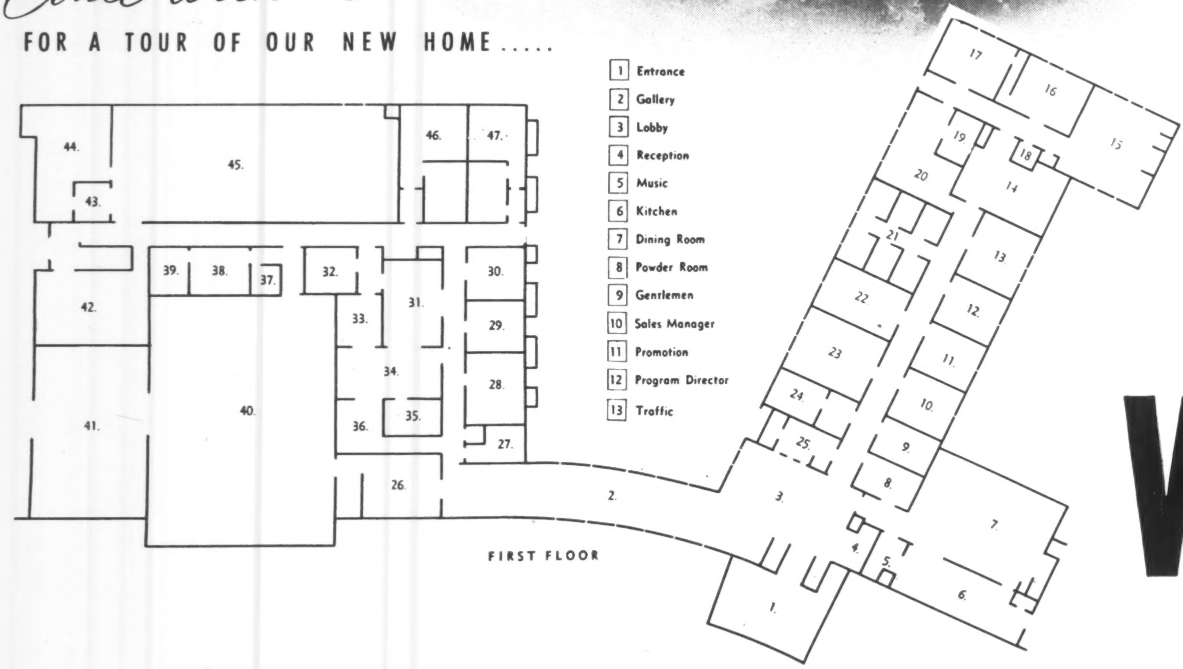
Represented Nationally by PAUL H. RAYMER COMPANY

FROM THE WJIM COUNTRYH



Come with us

FOR A TOUR OF OUR NEW HOME.....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2 Gallery
3 Lobby
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11 Promotion
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13 Traffic

14 Executive Suite
15, 16, 17 Executive Offices
18 Gentlemen
19 Vault
20 Auditing
21 Continuity
22 Typing
23 Salesmen
24 Ladies
25 Coat Room
26 Conference Room
27 Basement
28 Music Room
29 Art Director
30 Engineer
31 Radio Studio D
32 News Dept.
33 Radio Room, Studio C
34 A.M. Control
35 Recording
36 Television Studio B
37 Audio Control
38 Video Control
39 Clients Viewing
40 Television Studio A
41 Properties
42 Film Dept.
43 TV Announcer
44 Film Camera Control
45 Master Control and Television Transmitter
46 Men's Dressing Room
47 Women's Dressing Room

YHOUSE IN LANSING, MICHIGAN .....

TO YOU....
a Special Invitation

Frankly, we're bubbling over with pride here at the Country House . . . a pride we'd like to share with you, the members of our industry. Since the official opening on October 31st, thirty-five thousand people have visited our new home. If we were to condense the collective reaction into one word, it would be . . "fabulous !" Having been in the advertising business for 20 years, we're a bit cautious about the word fabulous . . . but we do think that our new Country House, with its flowing ranch-type exterior and graceful French Provincial interior, rates as one of the nation's finest plants. Certainly, it has no peer for styling, comfort, convenience and utilization. We'd like you to see it. If your travels this year bring you within shouting distance of central Michigan, give us a call. We can promise you a personal tour and the most gracious hospitality.

JIM — WJIM-TV

Coverage that counts!

● Lansing ● Flint ● Saginaw

● Grand Rapids ● Battle Creek ● Jackson

NBC ... CBS ... ABC

Channel 6

greater Nashville watches channel 5

- **for family entertainment**
- **for weather reports**
- **for news**
- **for top-notch, top-rated shows**
- **for advertising results**
- **for availabilities, check our national reps, The Katz Agency**

the CBS station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville's highest towered, maximum powered station

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
Nashville, Tennessee

No Question Now

EDITOR:

. . . Any question I might have had as to the power of B•T was certainly cleared up by the large number of letters and calls I received after the article was published [On All Accounts, Jan. 31].

The response was particularly gratifying, since I heard from many old friends whom I had not been in touch with in recent years.

Jerome Feniger
Cunningham & Walsh Inc.
New York City

The Carolinas

EDITOR:

I have just received and read with great interest the story on "The Carolinas" [B•T, March 21]. It is apparent that you found plenty of grist for the mill. You have treated it well and I know the story will be well received . . .

F. Clifton Toal, Asst. V. P.
Southern Railway System
Washington, D. C.

EDITOR:

YOU HAVE TOLD THE CAROLINA STORY THOROUGHLY AND ABLY. FAVORABLE COMMENTS RECEIVED FROM MANY OVER THE STATE.

Joseph M. Bryan
First Vice President
Jefferson Standard Life Insurance Co.
Greensboro, N. C.

EDITOR:

A 21-gun salute to Frank Beatty for the Carolinas story . . . the whole story was completely excellent; you not only got the facts but the spirit of the community, and the skillful recognition of the three natural divisions should cause the state lines to be changed and bring about 49 states instead of the present 48. Please give me the price for 1,000 reprints.

B. T. Whitmire, Manager
WFBC-TV Greenville, S. C.

EDITOR:

Congratulations on your fine presentation on the Carolinas. I'm a Yankee who has found that opportunity in radio went hand in hand with tremendous expansion taking place industrially and agriculturally.

Consequently, WHVH, a new station, will make its debut in Henderson very shortly. We are naturally optimistic, but your article has bolstered my confidence 1,000 fold.

If it is possible, I should like very much to obtain several hundred reprints . . .

George A. Corkum, Gen. Mgr.
WHVH Henderson, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $25 per 100 copies, with a 10% discount for orders of 1,000 or more.]

National Vhf Tv Plan

EDITOR:

. . . There is no question in my mind but that we will soon have small community television. The only way that the present vhf channels can apparently be utilized to accomplish nationwide television is through making all such channels available in all communities of these United States.

If you will check the six local am frequencies (1230, 1240, 1340, 1400, 1450 and 1490) I believe you will find that about 40% of the stations are operating on these frequencies and that there is a current move underway for all of these stations to be allowed to increase their power to 1,000 watts.

Twelve such local channels or frequencies can apparently handle as many television stations as radio stations, or as there are radio stations presently in existence. The 12 vhf channels are presently being handled somewhat like the clear am frequencies, which is a situation where the best frequencies are actually of least value to our people. It is wrong. It will be wrong if television is handled in this same manner.

L. C. McKenney, Gen. Mgr.
KICK Springfield, Mo.;
KMDO Fort Scott, Kan.;
KLRS Mountain Grove, Mo.;
KRMO Monett, Mo.

No Second Chance

EDITOR:

If the title, "Conelrad: No Second Chance," rings a bell, it well should. It's the same title that appeared on a B•T editorial in the Nov. 29, 1954, issue. In fact, your editorial inspired the enclosed script [explaining Conelrad and its vital significance to every listener] and resulted in WJR launching a public service project that we consider both educational and newsworthy.

We plan to run this program on WJR each day for seven days at different time segments so as to cover all components of the WJR audience [B•T, March 28]. At the end of this first week, tape-recordings of the program will be offered to Michigan Civil Defense . . .

Worth Kramer, Vice President
WJR Detroit

Sweeney Exposition

EDITOR:

Just read the Kev Sweeney interview [B•T, March 28]. It's a fine exposition of radio today. I'd like five additional copies if you have them handy.

Jim Luce, Chief Timebuyer
J. Walter Thompson Co.
New York

High-Definition Clarification

EDITOR:

Thank you very much for the very nice article [on a British high-definition system of electronic film recording, B•T, March 21]. Due to a misunderstanding, it was referred to as the BBC high definition system. It also referred to Norman Collins as a scientist. I would like to clarify this portion.

(a) The system is owned by High-Definition Films Ltd., London, and the BBC uses it.

(b) Norman Collins is a very well-known writer and former boss of BBC [television and now head of Associated Broadcasting Development Co., one of the four companies authorized to produce programs for commercial television in Britain] . . .

Allan A. Buckhantz,
Exec. V. P.
High Definition Electronic Picture Recording System
Hollywood, Calif.

Buyer's Book

EDITOR:

. . . The Broadcasting Yearbook & Marketbook will remain on my desk as a reference for those facts and figures which a buyer must have handy at all times.

T. E. Malone, Timebuyer
William Esty Co.
New York

WEMP
MILWAUKEE
Now!
MILWAUKEE'S
MOST POWERFUL
INDEPENDENT
5000
WATTS
on
1250
MILWAUKEE'S
BEST BUY
LOWEST COST
PER THOUSAND
Pulse—Nov.-Dec. 1955
WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

Measured any way you want

WFBR IS FIRST IN BALTIMORE

*AVERAGE RATINGS**
6 A. M. to Midnight
Monday thru Saturday

AND FIRST IN SIX MAJOR TIME AND PROGRAM CLASSIFICATIONS

Here are the 6 major time and program classifications . . . in which WFBR ranks FIRST in Baltimore:

AVERAGE RATINGS—ALL LOCAL PROGRAMS

6:00 A.M.—MIDNIGHT—MONDAY thru SATURDAY

WFBR, long known as *the* Baltimore station famous for its high-rated locally produced shows, now takes a commanding lead in this department! These are personality shows — designed to carry hard-selling minute announcements!

AVERAGE RATINGS—EARLY MORNING PROGRAMS

6:00 A.M.—9:00 A.M.—MONDAY thru SATURDAY

WFBR continues to hold its leadership in the "Wake-Up" department—the most sought-after time segment in radio! The name is "Morning in Maryland".

AVERAGE RATINGS—ALL PROGRAMS—MID-TO-LATE AFTERNOON

3:00 P.M.—6:30 P.M.—MONDAY thru SATURDAY

WFBR's musical pattern in this important time segment delivers the *largest radio audience in town* — nearly *twice* that of soap opera competition! We call this one "Melody Ballroom".

WOMEN'S PROGRAMS

WFBR's "EVERY WOMAN'S HOUR" is the top women's program in Baltimore. It delivers 33-1/3% more audience than its nearest competitor!

NEWSCASTS

WFBR's average rating, in quarter hours containing locally produced newscasts, is 45% higher than competitive local newscasts!

SPORTS PROGRAMS

WFBR carries the highest rated sports commentary on *any Baltimore radio station*—and this show has been on the air less than 6 months!

WFBR is hot. How'd you like to have us build a fire under your sales in Baltimore?

Ask any John Blair man about

WFBR

5,000 WATTS IN BALTIMORE

P.S. Our president plays
banjo. Rates on request.

*SOURCE: Pulse Metropolitan Area Report & Out-Of-Home Report } January-February 1955

MARCHIN' thru GEORGIA
WMAZ-TV 13
WMAZ-RADIO 940
13

Split your operation. . . . Go into competition with yourself. . . . Put all salesmen on commission. . . .

That's what they said when we added television to our broadcast service.

Maybe they were right, but we just couldn't change that much. We had sales people who had been handling the same accounts for five, ten, even twenty years—advising those people how to get the most for their advertising dollar (even when it meant diverting a portion to other stations or media!)

We paid regular salaries—no commissions—because we wanted those people to live thru the thin so they'd be ready to help us cash in on the thick.

We wanted them to keep on advising their clients as to how to get the most advertising for their dollars—only way we saw to keep up radio and get an increased appropriation for television. Figured we'd be the only loser paying two men to have a dog fight over the same dollar.

All we know is that, locally, radio income for 1954 exceeded 1953, and local television was above radio.

And everyone of those local advertisers is getting more than his money's worth from our combined broadcast service.

If you "national" boys just follow the lead of the home folks who know us, you'll also get a real return on your dollar and we'll all be happy.

See Avery-Knodel for TV and Katz for radio—it's the only divided part of our operation.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to THOMAS JOSEPH McDERMOTT

LAST December, Thomas Joseph McDermott, conceivably the most even-mannered man in advertising, was rewarded with one of the oldest designations in the industry: vice president in connection with the radio-television department of N. W. Ayer & Son, New York.

Freely translated, the title means that Mr. McDermott is the liaison between radio-tv and all other departments in the agency servicing a particular client. His job is to coordinate the advertising plans of the sponsor so that a unity of outlook and operation is achieved within the separate agency divisions.

On a particular account, for example, Mr. McDermott may sit in and advise on the original storyboard draft of plans, counsel on the use of media, assist in the formulation of research, and in general follow the fortunes of the account through every promotional phase from copy-theme to timebuying.

In this work he will work closely with James Hanna, longtime vice president in charge of radio and television for the agency.

Few men have ever gone into a new position with more goodwill than accompanied Mr. McDermott to his present job. He is one of the most revered men in the business.

A veteran of 21 years at the agency, Mr. McDermott joined N. W. Ayer & Son in 1933 as an accountant assisting in the preparation of talent contracts in radio. Three years later he added timebuying to his duties, purchasing availabilities for such accounts as Atlantic Refining, Cliquot Club, Kirkman & Son, Sheffield Farms and the Bell Telephone System. Significantly, most of the accounts for which he placed campaigns then, are still with the agency and are using radio or television as important facets of their promotion.

Rising to the post of chief timebuyer, Mr. McDermott was simultaneously business manager of the radio-tv department, the position he maintained until last December when he was raised to vice presidential rank.

Possessor of a long line of "firsts" in the industry, Mr. McDermott was most recently instrumental in getting Bissel Carpet Sweeper Co. to use television for the first time in its history, purchasing participations in *Home* and *Today* on NBC-TV.

Other N. W. Ayer & Son clients currently using radio and television are Dole Pineapple on the Art Linkletter show on CBS-TV; Yardley Products on the *Garry Moore Show* on CBS-TV; Plymouth cars with *News Caravan* on NBC-TV, plus a spot radio-tv schedule; National Dairy sponsoring *Sealtest Big Top* on CBS-TV; Electric Light & Power Companies underwriting the alternate week of *You Are There* on CBS-TV; American Telephone & Telegraph Co. on the *Telephone Hour* on NBC Radio; Atlantic Refining Co.'s extensive sport schedule placed regionally and now in its 20th year.

N. W. Ayer, itself, was formed in 1869 when advertising was just beginning. Just before the turn of the century, the National Biscuit Co. and Ayer had a radical new idea—packaged foods. At that time, food was sold from bulk containers—bins, barrels, tubs and huge sacks. For its client, Ayer worked out the first complete campaign for packaged foods. There was a brand named Uneeda Biscuit; a trademark—the Uneeda Biscuit boy in his yellow oilskin slicker and sou'wester, dramatizing the oil-paper protection of the package; there was a full scale advertising campaign that swept the open cracker barrel from the nation's stores. It was a startling overnight success, and advertising had arrived.

In 1900, N. W. Ayer was one of the largest agencies in the country with more than $2 million dollars worth of business. Today, the agency is still among the largest in the country with its radio-tv billing alone estimated at $18 million.

The Philadelphia agency was also one of the first to develop a tv department, which started out in 1941. In the middle 40's the agency placed for Atlantic Refining the first football telecast between Philadelphia, New York and Schenectady.

Ayer opened its branch offices in New York in 1903, in Boston in 1905, and in Chicago in 1910. The Ayer branch office is not a semi-independent organization: it is a true branch office, closely connected with the home office where creative functions and many others are centralized.

Tom McDermott is one member of the New York office who helps keep the branch and home office in constant contact.

Mr. McDermott was born in New York on Oct. 16, 1908. He attended the local High School of Commerce and Pace Institute. He majored in accounting at New York U. "Exactly the right kind of training," he avers, "for a man who shoots golf the way I do."

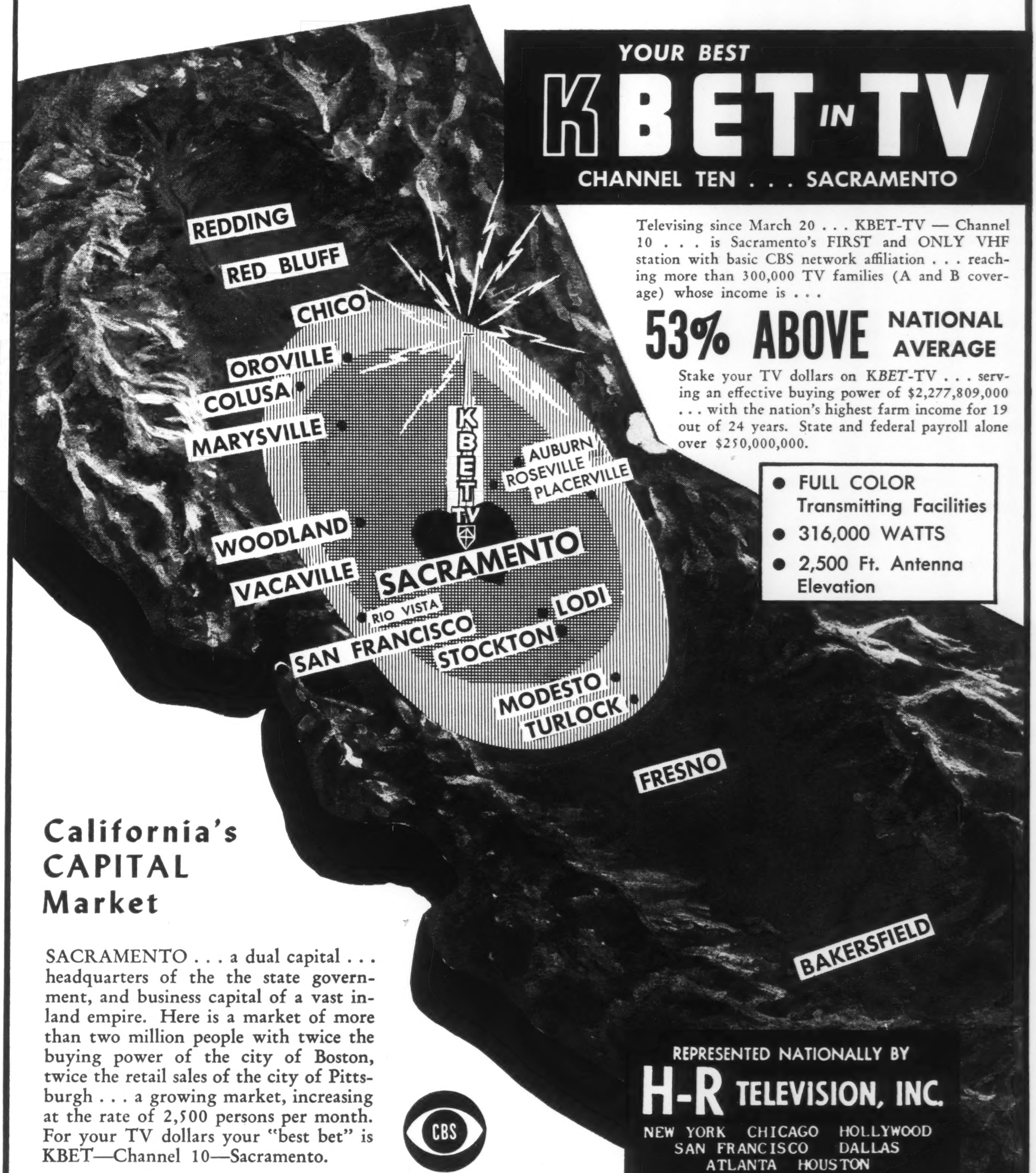
Dubbed the agency's "worst golfer" he has the credentials to prove it. On the wall of his office hangs the "Tom McDermott Award" bestowed on him by his colleagues "for outstanding gallantry in the face of sand, water and impenetrable rough."

As proficient at sailing as he is hapless at golf, he has just purchased a 25-foot sloop which he plans to launch this summer.

A widower, Mr. McDermott lives with his daughter, Maureen, in Palisades Park, N. J., a 30-minute drive from his office. Maureen, 23, is working in the publicity department of another New York advertising agency.

NOW . . . 22 County Coverage

California's Two Billion Dollar Central Valley's Market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TURLOCK
FRESNO
BAKERSFIELD
KBET TV

YOUR BEST

KBET IN TV

CHANNEL TEN . . . SACRAMENTO

Televising since March 20 . . . KBET-TV — Channel 10 . . . is Sacramento's FIRST and ONLY VHF station with basic CBS network affiliation . . . reaching more than 300,000 TV families (A and B coverage) whose income is . . .

53% ABOVE NATIONAL AVERAGE

Stake your TV dollars on K*BET*-TV . . . serving an effective buying power of $2,277,809,000 . . . with the nation's highest farm income for 19 out of 24 years. State and federal payroll alone over $250,000,000.

- FULL COLOR Transmitting Facilities
- 316,000 WATTS
- 2,500 Ft. Antenna Elevation

California's CAPITAL Market

SACRAMENTO . . . a dual capital . . . headquarters of the the state government, and business capital of a vast inland empire. Here is a market of more than two million people with twice the buying power of the city of Boston, twice the retail sales of the city of Pittsburgh . . . a growing market, increasing at the rate of 2,500 persons per month. For your TV dollars your "best bet" is KBET—Channel 10—Sacramento.

CBS
BASIC

REPRESENTED NATIONALLY BY

H-R TELEVISION, INC.

NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON

WKRC

NOW THE

TELEVISION STAT

316,000

Don Chapin, *Mgr. New York Office, 550 Fifth Ave.*

CBS TELEVISION NETWORK

-TV

E MOST POWERFUL

TION *in Cincinnati*

0 watts

CBS

on channel 12

CINCINNATI, OHIO

Ken Church, ***National Sales Mgr.***

K REPRESENTED BY THE KATZ AGENCY

FIRST
IN RADIO!
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.

IN REVIEW

ENTERTAINMENT 1955

DEDICATORY programs, as such, are not often inherently entertaining. To offset this, NBC-TV assembled a disparate crew of top entertainers at a cost of some $350,000 to launch its $3,700,000 color facilities in Burbank, Calif. Unfortunately *Entertainment 1955* proved to be a misnomer.

Accustomed to the network's usual high excellence in previous spectaculars, this particular effort was disappointing. Even the color, the physical transmission of which was steady, failed to be exciting. Fred Allen, surprisingly enough, looked far healthier than anyone else on camera with a consistently human flesh tone. Dinah Shore, on the other hand, sported a warm, golden tan in person, but looked downright sickly. Either by filter or design, there was little use made of the color possibilities in costumes and sets.

The outstanding portion, entertainment-wise, was a boy-meets-girl skit starring Pat Carroll and Buddy Hackett. It's no mean feat for two comparative newcomers to outshine their peers, and they were truly delightful. But, then the fine hand of Max Liebman guided them in New York. It might have been well if Mr. Liebman and his showmanship had handled the whole show from beginning to end. Something was sorely needed to mark such an auspicious event, NBC-TV's first color telecast to emanate live from the West Coast.

Helen Hayes, charming as always, presented the Antoinette Perry Award for the best Broadway play to "The Desparate Hours," followed by an excellently staged and acted scene from the play.

Fred Allen, seemingly quite subdued, was the overall host and also took part in a sketch with Jimmy Durante, saved only by the latter's personality.

Opera's contribution to entertainment was represented by Leontyne Price and Josh Wheeler in a scene from "Tosca," which was colorless and not up to the version seen previously on the network.

In a simulated recording session, Dinah Shore previewed her latest RCA Victor record. A rather dismal song titled "Whatever Lola Wants," it nevertheless seems destined to become a hit in the fashion of the day.

Home viewers and live audience alike were cheated of the finale, billed as a singing and dancing tour of the new Burbank plant. Whether or not it could have proved the saving grace of the 90-minute "extravaganza" shall be forever left to speculation.

Production cost: $350,000 for time and talent.

Sponsored by Sunbeam Corp., through Perrin-Paus Co., and Hazel Bishop Inc., through Raymond Spector Co., on NBC-TV, March 27, 7:30-9 p.m. EST, for one time only.

Starring Fred Allen, Jimmy Durante, Ralph Edwards, Adolph Zukor, Bob Hope, John Derek, Dinah Shore, Judy Holliday, Cesar Romero, the Double-Daters (from Hollywood); Karl Malden, Nancy Coleman, Helen Hayes, Buddy Hackett, Pat Carroll, Leontyne Price (from N. Y.).

Producer-Director: Jack Rayel; Associate Producer: Bob Henry; Directors: Dick McDonough, Bob Banner (Hollywood); Max Liebman, Kirk Browning (N. Y.); N. Y. Producers: Max Liebman, NBC Opera Theatre; Associate Director: Roy Montgomery.

Writer: Charles Isaacs; Musical Director: Gordon Jenkins; Technical Director: Ross Miller; Costumes: Grady Hunt; Art Director: Jay Krause; Lighting: Al Scarlett; Choreography: Nick Castle, Miriam Nelson.

wbrz

channel 2 Baton Rouge
now offers its advertisers
the **Greatest Coverage**
in Louisiana!

Now on the Air with Test Pattern

MAXIMUM POWER: **100,000** WATTS

1,001 FT. TOWER
COVERING **150,000**
TV HOMES

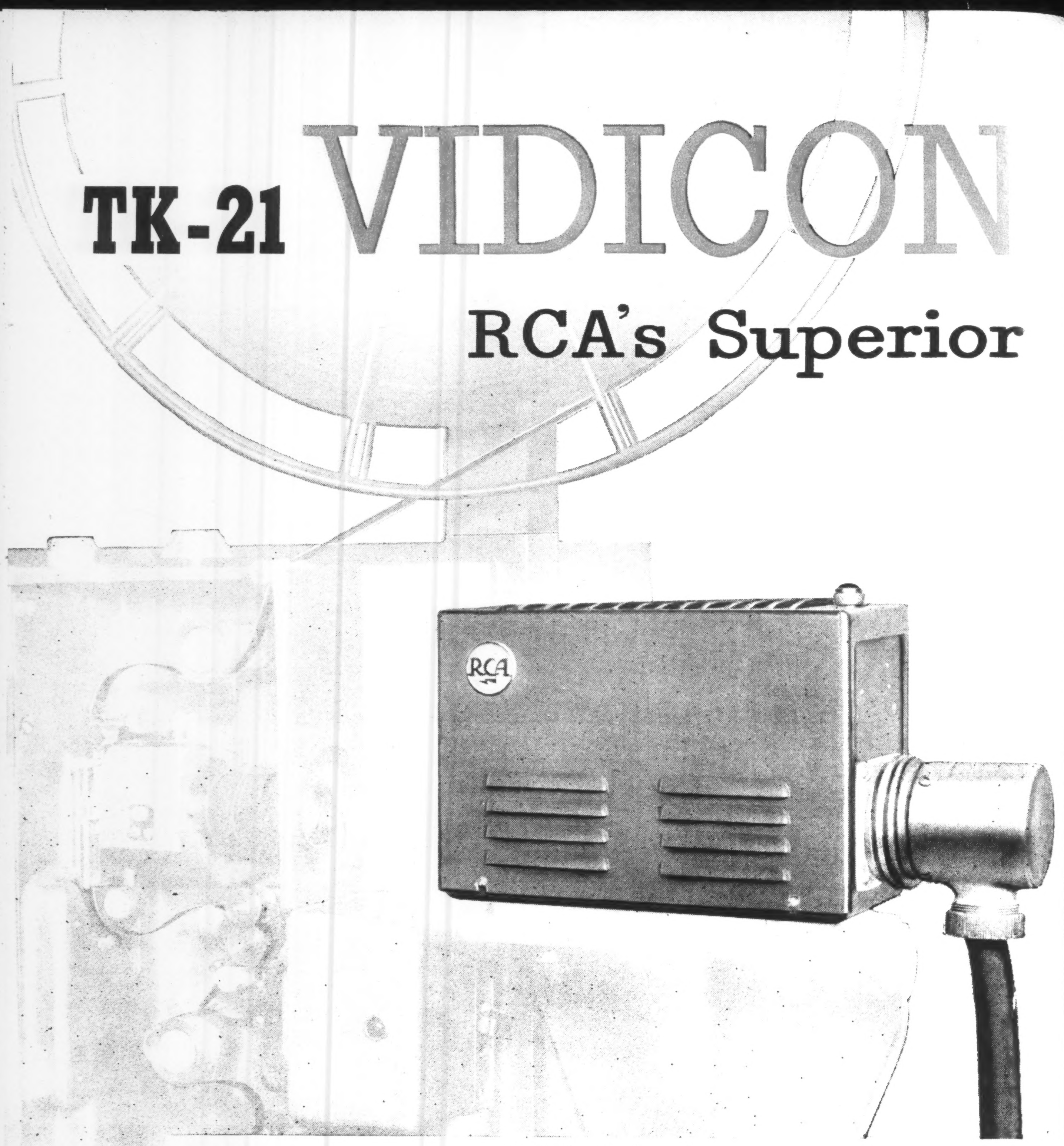
Commercial Operation April 14

wbrz NBC and ABC

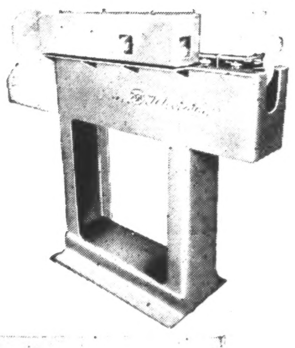
LOUISIANA TELEVISION BROADCASTING CORP.
represented by HOLLINGBERY CO.

TK-21 VIDICON

RCA's Superior



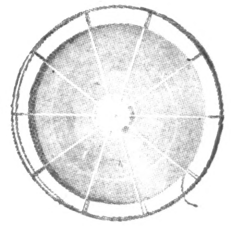
For
MULTIPLEXING,
or direct use!



RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).

film-camera

film camera chain



4 picture sources in multiplexed use!

DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA's TK-21 Film Camera does for *film* picture quality what the RCA Image Orthicon Camera has done for *"live"* picture quality.

"Live" picture sharpness!

For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output (and low enough noise in the signal) to use *aperture response correction.* Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. *Benefit:* You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!

The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. *Benefit:* You get more realistic film pictures than ever before possible.

Low light source requirements!

The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

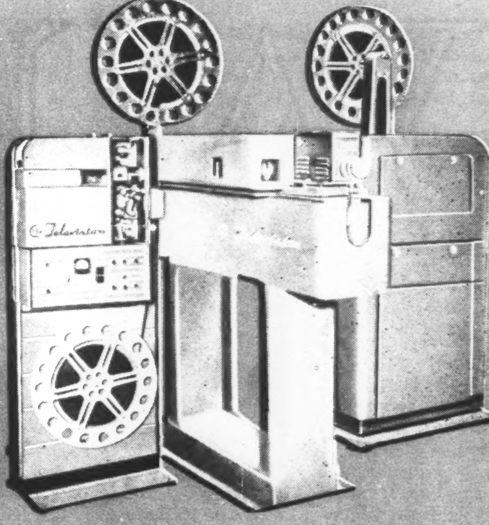
Edge-lighting, shading eliminated!

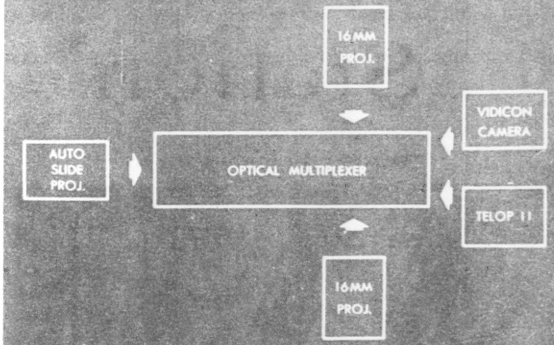
The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day . . . *then this camera virtually runs by itself.*

RCA VIDICON Film-Camera Chain TK-21 includes:

1 VIDICON Camera MI-26021
1 RCA-6326 VIDICON Tube MI-26671
1 Control Chassis MI-26061
1 Deflection Chassis MI-26081
1 Remote Control Panel MI-26241
2 WP-33B Power Supplies MI-26085-B
1 TM-6B Master Monitor MI-26136-A
1 Master Monitor Kinescope MI-26655
1 Master Monitor C-R Tube MI-26665
1 Blower MI-26579-B
1 Console Housing MI-26266-B
1 Camera Cable & Connectors MI-26725-A10

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.





An RCA Multiplexer, Type TP-11 allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION ***CAMDEN, N.J.***

®

More
North Carolinians
Listen to

WPTF

Than to
Any Other
Station*

* SOURCE: NEILSEN COVERAGE SERVICE

WPTF

680 KC 50,000 WATTS
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

North Carolina's Number One Salesman
in the South's Number One State

R. H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
National Representative **FREE & PETERS**

BROADCASTING TELECASTING

April 4, 1955 Vol. 48, No. 14

NBC BEGINS MAJOR REVISION IN RADIO SELLING, SCHEDULES

Network plans June 12 start for new round-the-clock weekend schedule which will be sold under the 'magazine concept.' Run-of-schedule commercials will be sold in lengths varying from one minute to six seconds. Although no change in option time is imminent, affiliates will be asked to clear all the time they can for 'Monitor,' the name the network has given to the 40-hour program.

A NEW technique of selling network radio—to advertisers and to the public—was unveiled last week as NBC lifted the wraps off its radio "Operation Redesign" to key affiliates.

Although details of the plan were not revealed officially, they were said to have drawn the approval of both the Radio Affiliates Executive Committee and the Affiliates Study Committee.

They dealt only with the "Weekend" plans sketched in broad outline by Executive Vice President Robert W. Sarnoff early last month [B•T, March 7], and although the network decided to withhold all the specifics until details could be laid before affiliates personally in the next few weeks, it was learned that highlights included:

- A program, currently called *Monitor,* to run from 8 a.m. Saturday to midnight Sunday night, and to start—tentatively—at 6 p.m. Sunday, June 12.
- *Monitor* is to be a continuous program of music, news, weather reports, interviews, debates, audio tapes of tv shows, simulcasts, drama vignettes, etc.
- Sales to be made on the "magazine concept," in lengths of one minute, 30 seconds and "billboards" of six seconds.
- Although not confirmed, prices were reported by one source to be pegged at approximately $3,000 for 10 six-second "billboards," $1,000 for one 1-minute announcement and about $700 for one 30-second announcement.
- Compensation to stations to be altered somewhat but to follow generally the present pattern on clock-hour basis. Unofficially, one source estimated that a major market station would receive about $2.50 for a minute announcement and 75 cents to $1 for a "billboard."

The plan is subject to clearance by affiliates in each case, because of the departure from current sales and compensation methods. But both network and affiliate spokesmen, while declining to divulge details, maintained that no "rate cut" was involved and that compensation would be comparable to that paid on today's basis.

NBC President Sylvester L. (Pat) Weaver Jr. headed the NBC group who presented the plan to the affiliates' representatives last Thursday, and also went on closed circuit to lay it out before the rest of the NBC stations Friday.

His key aides in making the presentation included Robert Sarnoff, executive vice president of NBC, who has assumed command of the radio network in addition to his other duties, and Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, who is credited with a key role in developing the weekend program under Mr. Sarnoff's guidance.

While Mr. Denny is expected to have an increasingly important responsibility in the overall administration of *Monitor,* James Fleming of the network staff is to be designated as executive producer. Mr. Fleming put on a quarter-hour segment of what one hour of *Monitor* might sound like on the closed circuit preceding President Weaver's talk to affiliates Friday.

Even before the closed-circuit presentation, affiliates received the following telegram sent Thursday by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Executive Committee and of the Study Committee:

"Your executive and study committees today went over NBC's new weekend program plan. The committees believe the proposal represents a forward-looking plan of affirmative action and recommends favorable consideration by all affiliates.

"Because of the magnitude of the proposal and the need for its immediate implementation, a general meeting of affiliates, referred to in my memo of March 4, does not appear to be desirable at this time.

"So that you may have full and accurate information as promptly as possible, we have asked NBC to explain the plan over closed circuit tomorrow [Fri.] and follow up with a thoroughly detailed report."

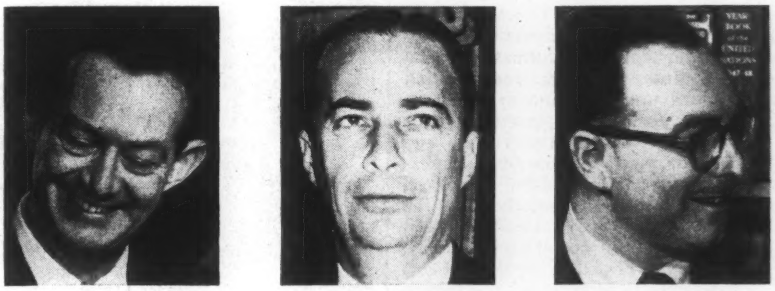
The "follow-up" mentioned by Mr. Swezey was understood to mean that NBC plans to send men ino the field to discuss *Monitor* personally with each affiliate within the next few weeks.

The discussion with the affiliates committees, reports said, did not touch upon NBC's plans for "Operation Redesign" as it relates to any part of the week except Saturday and Sunday.

But there appeared to be no doubt that plans for the other days would be forthcoming sooner or later. One affiliate present at the meeting observed: "I'm not naive enough to think they won't be coming back with something else if this goes."

Separate negotiations with each affiliate,

MOTORMEN ON 'MONITOR'



PAT WEAVER CHARLES DENNY JAMES FLEMING

NBC RADIO's radical weekend programming plan, outlined to affiliates last Thursday by Mr. Weaver, will be in the operational charge of Mr. Denny and under the production supervision of Mr. Fleming.

ROBERT D. SWEZEY
His committee approves

authorities said, will be necessary to get the plan afoot as it relates to station compensation. This presumably would be part of the purpose of the personal negotiations slated during the next few weeks.

The plan as it now stands, authorities indicated, encompasses no change—or requested change—in option time. But NBC will ask affiliates to clear all the time they can for *Monitor*.

It also, according to reports, will work out periods for local cut-ins and local announcements at regular intervals, plus five minutes on the half-hour for local news which the stations may sell as they wish, on either national spot or local basis.

The six-second "billboards" envisioned under the plan would be offered to advertisers on the basis that they must buy at least 10—or none. The "billboards" would not fall at station breaks.

Rates not only for these but for other lengths of commercials are to be set especially for the *Monitor* schedule.

Advertisers currently using weekend time on NBC Radio would not be seriously affected. At present these number two on Saturday—Allis-Chalmers with *National Farm and Home Hour* on EST stations, and R. J. Reynolds Tobacco Co. with *Grand Ole Opry*—plus participants in *Great Gildersleeve* and *Fibber McGee and Molly* under the "Three Plan."

NBC's announcement of the new plan noted that Executive Vice President Sarnoff in an early March speech described the objectives this way:

"What we have in mind is a continuing flow of radio entertainment and information beginning early Saturday morning and running around the clock until late Sunday night. It will be a service that for the first time wipes away the artificial barrier between radio and television, and brings the radio listeners exposure to the great television stars. It will tell the news when it happens anywhere in the world, from Moscow to Minneapolis; it will present live reports from backstage Broadway, and famous figures from all fields of endeavor; it will include comedy, drama and sports."

Mr. Swezey presided at Thursday's meeting. Attending were the following committee members:

Executive Committee: R. B. Hanna Jr., WGY Schenectady; George W. Norton Jr., WAVE Louisville; Harold Essex, WSJS Winston-Salem; Paul W. Morency, WTIC Hartford, and Richard H. Mason, WPTF Raleigh, N. C.

Study Committee: Jack Harris, KPRC Houston; Walter J. Damm, WTMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit, and William Fay, WHAM Rochester, N. Y.

STARCH PLANS TO TEST TV COMMERCIALS WITH WFBG-TV IN ALTOONA 'LABORATORY'

New service will get immediate reactions to television commercials from viewer test group in area. Telephone interviews will be used.

IN A MOVE to test viewer-reaction to television commercials under conditions approaching those in the average home, Daniel Starch & Co., Mamaroneck, N. Y., has set up a copy-testing "laboratory" in Altoona, Pa., in cooperation with WFBG-TV Altoona.

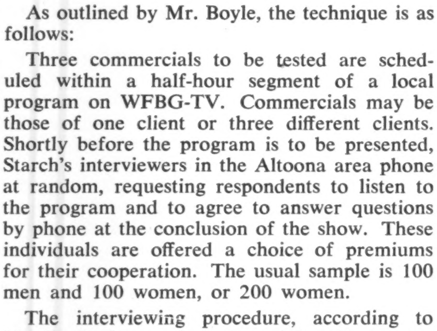
Details of Starch's new copy-testing service, under which commercials will be placed on the air over WFBG-TV, are being announced today (Monday) by Jack Boyle, director of tv research for Starch. Mr. Boyle said he believes that the new service, which ascertains reaction to tv commercials from a group of telephone subscribers in the Altoona area, represents "a truer cross-section sample than is possible in a panel group gathered in a single large market." In addition he contends it is more economical.

As outlined by Mr. Boyle, the technique is as follows:

Three commercials to be tested are scheduled within a half-hour segment of a local program on WFBG-TV. Commercials may be those of one client or three different clients. Shortly before the program is to be presented, Starch's interviewers in the Altoona area phone at random, requesting respondents to listen to the program and to agree to answer questions by phone at the conclusion of the show. These individuals are offered a choice of premiums for their cooperation. The usual sample is 100 men and 100 women, or 200 women.

The interviewing procedure, according to Mr. Boyle, is an adaptation of Starch's regular network "immediate recall" studies. In this connection, the respondent is asked if he saw the commercial, and if not, why not. Those who respond affirmatively are questioned (aided recall-style): "What was brought out about the beverage (toothpaste) (automobile)?" If a productive answer is elicited, the interviewers ask the respondents for further comment. All responses are reported verbatim, including "don't know" and "don't remember."

The report, which is delivered to a client about 10 days later, covers such pertinent points as the percent of those who saw the commercial; the percent who recalled one or more sales points; percent of those who did not see the commercial; a percentage breakdown of the reasons for non-viewing of the commercial; exact transcript of verbatim responses to questions, divided as to men and women, and the script of the audio and video of the commercials.



DETAILS of a copy-testing "laboratory" at WFBG-TV Altoona, Pa., designed to produce a more accurate cross-section of the population more economically than presently possible are discussed by (l to r) George P. Gable, president, WFBG-TV; Frank Headley, head of H-R Representatives; Jack Boyle, Daniel Starch & Co.

Mr. Boyle said field work on a single commercial can be started only when two others have been ordered by other clients.

Various cost arrangements have been established by Starch. For instance, $300 will cover the cost of 200 interviews on a single commercial, including time on WFBG-TV; $750 for 200 interviews on a half-hour program regularly on the station, including cost of local cut-ins, and $850 for 250 interviews on a half-hour program carried on film or kinescope for test purposes, including cost of time. Starch is able to arrange various types of tests, depending on the clients' requirements.

Starch already has conducted tests for several advertisers and agencies in its Altoona "laboratory." For one client with a product of women's interest, Starch interviewed 200 women, of whom 88.8% recalled the commercial, 65.9% responding with one or more statements about the commercial. Those who could not give details of the commercials offered reasons including: "Left the room" . . . "distracted" . . . "not tuned" . . . "don't remember". . . .

The reasons for selecting Altoona as a test market by Starch, Mr. Boyle said, were varied, but one paramount consideration was that the city ranked fourth in a recent independent analysis among 20 leading test markets on the basis of 20 selected criteria. Another significant factor, Mr. Boyle added, was "the progressive and cooperative attitude" of George P. Gable, president of WFBG-TV.

Mr. Boyle reported that Starch is working out the blueprint of a plan under which a top half-hour filmed program would be placed on the station in prime time on a 52-week basis, and be supported by vigorous station promotion. Under these circumstances, he said, the program should build up a rating of 20 to 30 and could be used for testing without enlisting the audience. He said that agencies which have heard of the plan have been "uniformly enthusiastic about the possibilities of reproducing a completely normal viewing situation for copy testing purposes."

American Chicle, Whirlpool To Buy Some Berle-Ray Shows

AMERICAN Chicle Co. and Whirlpool Corp. are expected to join Sunbeam Corp. in a three-way sponsorship of the Milton Berle-Martha Raye show, Tuesdays, 8-9 p.m. on NBC-TV, effective next fall.

American Chicle had been sponsoring the *Sid Caesar Show* but moves to Berle-Raye. Dancer-Fitzgerald-Sample, New York, is the agency for American Chicle. Whirlpool Corp.'s agency is Beaumont & Hohman, Chicago. Sunbeam announced its sponsorship of one-third of the program through Perrin-Paus, New York, last week. [B•T, March 28].

LATEST RATINGS

NIELSEN

Two Weeks Ending Feb. 26 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(1,238)
1.	Amos 'n' Andy (CBS)	3,669
2.	Jack Benny Show (CBS)	3,027
3.	You Bet Your Life (NBC)	2,706
4.	Lux Radio Theatre (NBC)	2,706
5.	Our Miss Brooks (Toni) (CBS)	2,660
6.	Our Miss Brooks (Amer. Home) (CBS)	2,614
7.	Dragnet (NBC)	2,522
8.	People Are Funny (Mars) (CBS)	2,476
9.	Bergen & McCarthy (CBS)	2,339
10.	My Little Margie (CBS)	2,247
Evening, Multi-Weekly (Average for all Programs)		(917)
1.	One Man's Family (NBC)	1,880
2.	News of the World (NBC)	1,789
3.	Amos 'n' Andy (CBS)	1,605
Weekday (Average for all Programs)		(1,651)
1.	Helen Trent (Participating) (CBS)	2,752
2.	Our Gal, Sunday (Amer. Home) (CBS)	2,706
3.	Helen Trent (Amer. Home) (CBS)	2,660
4.	Our Gal, Sunday (Participating) (CBS)	2,660
5.	Ma Perkins (CBS)	2,614
6.	Guiding Light (CBS)	2,568
7.	Young Dr. Malone (CBS)	2,568
8.	This Is Nora Drake (B. Myers) (CBS)	2,522
9.	Perry Mason (CBS)	2,522
10.	Road of Life (CBS)	2,522
Day, Sunday (Average for all Programs)		(550)
1.	Adventures of Rin Tin Tin (MBS)	1,467
2.	Sunday Gatherin' (CBS)	1,146
3.	Galen Drake (8:55) (CBS)	1,101
Day, Saturday (Average for all Programs)		(871)
1.	Gunsmoke (CBS)	2,110
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,651
3.	Robert Q. Lewis (Milner) (CBS)	1,513

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VIDEODEX

Top Ten Network Programs

	Name of Program	# of Cities	% Tv Homes
1.	Producer's Showcase (NBC) "Peter Pan"	84	39.0
2.	Dragnet (NBC)	129	38.9
3.	Jackie Gleason (CBS)	104	38.3
4.	Toast of the Town (CBS)	133	34.7
5.	You Bet Your Life (NBC)	142	34.6
6.	George Gobel (NBC)	103	34.3
7.	Bob Hope (NBC)	120	33.4
8.	Disneyland (ABC)	156	32.6
9.	Robert Montgomery (NBC)	95	31.5
10.	Tv Playhouse (Sun.) (NBC)	117	30.9

	Name of Program	# of Cities	# Tv Homes (000's)
1.	Dragnet (NBC)	129	13,010
2.	Jackie Gleason (CBS)	104	12,039
3.	You Bet Your Life (NBC)	142	11,451
4.	Toast of the Town (CBS)	133	11,450
5.	Producer's Showcase (NBC)	84	11,426
6.	Disneyland (ABC)	156	11,209
7.	George Gobel (NBC)	103	11,062
8.	Bob Hope (NBC)	120	10,528
9.	Tv Playhouse (NBC)	117	10,070
10.	Ford Theatre (NBC)	169	10,046

Copyright Videodex Inc.

Top Ten Multi-weekly Network Tv Programs
March 1-7, 1955

	Name of Program	% of Tv Homes
1.	Howdy Doody (NBC)	21.1
2.	Coke Time (NBC)	16.9
3.	Dinah Shore (NBC)	16.6
4.	Arthur Godfrey (CBS)	14.8
5.	News Caravan (NBC)	14.6
6.	The Big Payoff (CBS)	14.2
7.	Tonight (NBC)	14.1
8.	Perry Como (CBS)	13.9
9.	Strike It Rich (CBS)	13.5
10.	Art Linkletter (CBS)	13.4

Beltone Buys on 'Breakfast'

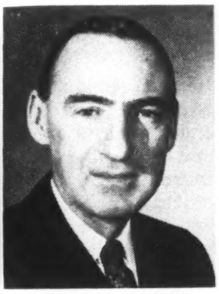
TWO 15-minute segments of *Breakfast Club* on ABC Radio will be sponsored by Beltone Hearing Aid Co., Chicago, April 18 and April 25. The firm will sponsor the 9-9:15 a.m. segment of the 9-10 a.m. show. The *Breakfast Club,* starring Don McNeill, originates from Chicago. Beltone business was placed through Olian & Bronner, Chicago.

TED BATES & CO. CHANGES TO CORP.

Realignment of officers announced. T. L. Bates takes two new posts.

TED BATES & CO. converted from a partnership to a corporation effective Friday (April 1), T. L. Bates, honorary chairman of the newly created board of directors and chairman of the executive committee, announced last week. The name of the agency will be Ted Bates & Co. Inc. Thomas F. Harrington becomes chairman of the board; Rosser Reeves, vice chairman of the board, and William H. Kearns, president.

MR. BATES


MR. HARRINGTON

MR. REEVES

MR. KEARNS

The agency was founded by Theodore L. Bates in 1940 with two accounts. It has developed into one of the nation's leading agencies, ranking 10th in radio and television billing during 1954 with an estimated $27.5 million.

Other officers of the company are D. Robert Parman and Clifford N. Parsells, senior vice presidents; Rudolph Montgelas, vice president and treasurer; Thomas J. Carnese, vice president and general manager; Alman J. Taranton, vice president and secretary; Allen M. Whitlock, vice president and assistant secretary, and William A. O. Gross, vice president and assistant treasurer.

Other vice presidents include Howard Black, Bogart Carlaw, Robert F. Degen, James C. Douglass, Clinton S. Ferris, Archibald McG. Foster, Richard J. Gay, Joan Geiger, Herbert Gunter, E. L. Hill, Mann Holiner, Edward F. Hudson, Benson Inge, A. C. Lowitz, John Lyden, C. L. MacNelly, Walter McKee, W. L. Musser, L. S. Sherrill, Edgar P. Small, and T. Neal Wilder.

Named assistant vice presidents were Howard O. Anderson, Courtlandt P. Dixon, William E. Hatch, John H. Haight, and C. E. Midgeley.

Mr. Harrington joined the Bates Agency in 1944 as account supervisor and member of its plans board. Rosser Reeves started with the firm in 1940 as one of the original copy supervisors in the agency. William H. Kearns joined in 1942 as a vice president and has been chairman of the executive committee.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

April 6 (10-11 p.m.): *Best of Broadway,* "Stage Door," Westinghouse Electric Co. through McCann-Erickson.

April 14 (8:30-9:30 p.m.): *Shower of Stars,* "Ethel Merman's Showstoppers," Chrysler Corp. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special,* Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV

April 4 (7:30-9:00 p.m.): *Producer's Showcase,* "Reunion in Vienna," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

April 6 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

April 9 (9-10:30 p.m.) *Max Liebman Presents* "Merry Widow," Oldsmobile Div. of General Motors through D. P. Brother & Co.

April 15 (11 a.m.-12 noon): *Home,* insert on fashion, participating.

April 24 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

New ABC-TV Show for L&M's

LIGGETT & MYERS Tobacco Co., New York, for its L & M filter cigarettes, will sponsor *Mr. Citizen,* a new tv series dramatizing true stories of private citizens who, with no thought of personal gain or reward, act to help their fellow men. The show will start April 20 on ABC-TV, Wednesday, 8:30-9 p.m., and will be produced by Edward A. Byron. Cunningham & Walsh, New York, is the agency.

Lane Joins Lennen & Newell

THOMAS A. LANE, a vice president and director, McCann-Erickson, New York, resigns, effective April 15, to join Lennen & Newell Inc., that city, as senior vice president and management account supervisor.

MR. LANE

Mr. Lane had been with McCann-Erickson for the past six years. Previously he was sales promotion and advertising vice president of the Rexall Drug Co. and during World War II was in charge of the national promotion of war bonds.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G, 1954'S RADIO-TV KINGPIN, QUICKENS PACE IN JANUARY

PROCTER & GAMBLE, which spent $36 million for radio-tv network time in 1954 [B•T, March 14], started 1955 at a time-buying pace that could shatter its own previous year's record.

According to Publishers Information Bureau compilations of radio-tv gross billings, P & G spent $3,355,856 for radio-tv network time last January. For network tv alone, P & G paid $2,517,324 and for radio, $838,532. The combined figure topped P & G's total for December 1954 by $200,000 and its January 1953 radio-tv expenditure by some $650,000.

Although P & G last January shaved $87,295 from its monthly expenditure in network radio compared to December 1954, it fattened by $288,933 its network television ad budget spending for that month.

Comparing the two Januaries, Chrysler Corp. (spending $1 million) and Lever Bros. (with $708,344) were new to the top 10 advertiser listing for tv, replacing P. Lorillard Co. and General Electric.

Added to radio's top 10 listing were General Motors Corp., General Mills and National Dairy Products. Replaced were Gen-

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1955 & JANUARY 1954

	January 1955	January 1954
Apparel, Footwear & Access.	$ 265,276	$ 343,918
Automotive, Auto Access. & Equip.	3,505,780	2,270,074
Beer, Wine & Liquor	501,234	522,194
Building Materials, Equip. & Fixtures	57,634	67,523
Confectionery & Soft Drinks	875,566	725,186
Consumer Services	177,246	100,008
Drugs & Remedies	1,953,835	1,266,398
Food & Food Products	6,864,934	4,760,619
Gasoline, Lubricants & Other Fuels	416,141	499,380
Horticulture	4,746	....
Household Equipment & Supplies	2,888,403	2,175,314
Household Furnishings	245,290	427,701
Industrial Materials	518,938	453,695
Insurance	221,329	126,966
Jewelry, Optical Goods & Cameras	466,737	256,983
Office Equipment, Stationery & Writing Materials	588,573	395,931
Publishing & Media	58,356	19,514
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	876,456	761,411
Retail Stores & Direct by Mail	....	42,345
Smoking Materials	3,387,749	3,426,300
Soaps, Cleansers & Polishes	3,453,302	2,412,734
Sporting Goods & Toys	13,392	16,480
Toiletries & Toilet Goods	5,817,012	3,543,830
Travel, Hotels & Resorts	51,885	157,781
Miscellaneous	318,460	284,163
TOTALS	$33,528,274	$25,056,448

Source: Publishers Information Bureau.

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955

Apparel, Footwear & Access.	Brown Shoe Co.	$ 64,613
Automotive, Auto Equip. & Access.	Chrysler Corp.	1,187,988
Beer, Wine & Liquor	Pabst Brewing Co.	175,812
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	48,555
Confectionery & Soft Drinks	Coca-Cola Co.	273,520
Consumer Services	Electric Cos. Adv. Program	123,396
Drugs & Remedies	American Home Prod. Corp.	601,057
Food & Food Products	General Foods Corp.	1,039,428
Gasoline, Lubricants & Other Fuels	Texas Co.	170,034
Horticulture	Noma Lites Inc.	4,746
Household Equipment & Supplies	General Electric Co.	515,528
Household Furnishings	Armstrong Cork Co.	142,320
Industrial Materials	U. S. Steel Corp.	122,050
Insurance	Prudential Ins. Co. of Am.	96,444
Jewelry, Optical Goods & Cameras	Eastman Kodak Co.	145,050
Office Equipment, Stationery & Writing Supplies	Hallmark Cards Inc.	165,180
Publishing & Media	Curtis Publishing Co.	53,914
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Admiral Corp.	190,350
Smoking Materials	R. J. Reynolds Tobacco Co.	819,037
Soaps, Cleansers & Polishes	Procter & Gamble Co.	2,137,535
Sporting Goods & Toys	Parker Brothers Inc.	13,392
Toiletries & Toilet Goods	Gillette Co.	1,461,245
Travel, Hotels & Resorts	Pan Am. World Airways	51,885
Miscellaneous	Quaker Oats Co.	120,998

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of January 1955.

TOP TEN TV NETWORK ADVERTISERS IN JAN. 1955

1.	Procter & Gamble	$2,517,324
2.	Gillette	1,461,245
3.	Colgate-Palmolive	1,398,169
4.	Chrysler	1,187,988
5.	General Foods	1,039,428
6.	General Motors	980,551
7.	R. J. Reynolds Tob.	819,037
8.	American Tobacco	816,966
9.	General Mills	737,871
10.	Lever Brothers	708,344

TOP TEN RADIO NETWORK ADVERTISERS IN JAN. 1955

1.	Procter & Gamble	$838,532
2.	Gillette	504,433
3.	General Motors	504,006
4.	Lever Brothers	391,153
5.	Miles Labs	384,026
6.	General Mills	331,167
7.	American Home Prods.	318,870
8.	Colgate-Palmolive	302,471
9.	National Dairy Prods.	275,460
10.	Liggett & Myers Tob.	272,341

eral Foods, Sterling Drugs and P. Lorillard Co.

In comparing the top 10 listings of January 1955 with December 1954, the reappearance of General Mills in the tv leaders was significant.

Another interesting development noted in the January 1955 listings of the leading national advertisers, was a reshuffle in the ranking of the top cigarette companies when comparing that month with December 1954. Although not necessarily a trend toward lower radio-tv spending among the tobacco firms, it was apparent that none of the top tobacco companies had budgeted noticeable increases at least for the first month of 1955.

P. Lorillard Co., for example, slipped out of the radio listing and Liggett & Myers, which was 10th in the December tv listing, did not appear in January. R. J. Reynolds, still placed among the top 10 in tv, but in the one month slipped a notch with some $300,000 less in tv network gross billing. American Tobacco Co.'s monthly tv expenditure was steady and L & M's figure in network radio was down only slightly.

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1955 & JANUARY 1954

	January, 1955	January, 1954
Agriculture & Farming	$ 48,740	$ 92,280
Apparel, Footwear & Access.	22,334	61,010
Automotive, Auto Equip. & Access.	822,438	771,578
Beer, Wine & Liquor	73,114	169,019
Building Material, Equip. & Fixtures	7,959	127,719
Confectionery & Soft Drinks	185,836	233,458
Consumer Services	85,257	165,810
Drugs & Remedies	1,374,556	1,780,167
Food & Food Products	2,192,890	2,758,364
Freight, Industrial & Agricultural Development	123,775	....
Gasoline, Lubricants & Other Fuels	460,728	640,665
Household Equipment & Supplies	259,362	334,874
Household Furnishings	60,192	55,213
Industrial Materials	....	92,475
Insurance	309,433	183,650
Jewelry, Optical Goods & Cameras	193,084	130,721
Office Equipment, Stationery & Writing Supplies	136,049	83,250
Publishing & Media	140,822	68,804
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	124,071	251,497
Retail Stores & Direct by Mail	....	....
Smoking Materials	957,268	1,181,980
Soaps, Cleansers & Polishes	1,067,086	1,282,283
Sporting Goods & Toys	....	....
Toiletries & Toilet Goods	1,198,905	1,904,669
Travel, Hotels & Resorts	31,500	63,228
Miscellaneous	909,782	788,491
TOTALS	$10,785,181	$13,221,205

Source: Publishers Information Bureau.

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 42,219
Apparel, Footwear & Access.	Exquisite Form Brassiere	22,334
Automotive, Auto Equip. & Access.	General Motors Corp.	441,366
Beer, Wine & Liquor	Anheuser-Busch Inc.	73,114
Building Materials, Equip. & Fixtures	W. P. Fuller & Co.	7,959
Confectionery & Soft Drinks	William Wrigley Jr. Co.	124,883
Consumer Services	American Tel. & Tel. Co.	78,264
Drugs & Remedies	Miles Labs	384,026
Food & Food Products	General Mills Inc.	324,646
Freight, Industrial & Agricultural Development	Aero Mayflower Transit Co.	111,691
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Ind.	106,856
Household Equipment & Supplies	Philco Corp.	82,271
Household Furnishings	Olson Rugs Co.	60,192
Insurance	Mutual Benefit Health & Accident Assn.	84,776
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	170,750
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	68,904
Publishing & Media	Curtis Publishing Co.	50,689
Radios, Tv Sets, Phonographs & Musical Instruments & Access.	Avco Mfg. Corp.	60,749
Smoking Materials	Liggett & Myers Tobacco Co.	272,341
Soaps, Cleansers & Polishes	Procter & Gamble Co.	598,819
Toiletries & Toilet Goods	Gillette Co.	504,433
Travel, Hotels & Resorts	State of Florida	84,776
Miscellaneous	C.I.O.	107,546

Source: Publishers Information Bureau

CBS SIGNS WOOLWORTH FOR FIRST NETWORK RADIO

Dime store chain will sponsor hour of music on Sunday afternoons, may sell time to manufacturers.

IN ITS first use of network radio as an advertising medium, the F. W. Woolworth Co. has signed to present *The Woolworth Hour,* an hour-long musical series starring the Percy Faith orchestra and chorus, over CBS Radio (Sun., 1-2 p.m. EDT), starting June 5 [Closed Circuit, March 28].

Details of the new program were announced last Tuesday at a news reception in New York by Rae C. McLaren, vice president of F. W. Woolworth Co., and Adrian Murphy, president of CBS Radio.

It was pointed out by CBS officials that *The Woolworth Hour* represents a departure from recent trends in network radio in that it will be a completely "live" one-hour show and is a sale of a one-hour show to a single sponsor.

A spokesman for Woolworth told B•T that although its contract is with CBS Radio, the company will attempt to sell announcements within the show to manufacturers displaying wares in Woolworth stores. He expressed the belief that a one-minute announcement would cost a participating manufacturer about $1,000.

The program, with MacDonald Carey as host-m.c., will present both popular and classical music. It will be produced and directed by Howard G. Barnes and broadcast by 202 stations of the network.

Mr. McLaren noted that the program represented the company's plunge into network radio, and said it was decided that the program should be one with "widespread appeal as a means of reaching the varied type of people that patronize Woolworth's." He explained that "music is, of course, a universal language, and the artists who will appear on this program speak it most eloquently."

Mr. Murphy expressed the view that the program "will win a large and appreciative audience and that this, in turn, will be reflected in its sales results." He added that *The Woolworth Hour* will capitalize on the many millions of out-of-home listeners, at car radios, portables at beaches and summer resorts and many other areas of listening.

Texaco Buys 726 Newscasts To Run April-Nov. on ABC

PURCHASE by the Texas Co. of 726 five-minute week-end newscasts to run over a 33 consecutive week period was announced last week by Charles T. Ayres, vice president in charge of ABC Radio. The account was placed by the Kudner Agency, New York.

The 33-week order was placed under ABC Radio's "Week-end News Package" plan and will consist of 22 *Texaco News Reporter* broadcasts every weekend from April 16 through Nov. 27 over the full network. The newscasts will be handled by such newscasters as Milton J. Cross, Charles Wood, Arthur Van Horn, Bill Spargrove and Don Gardiner.

The Texas Co., an ABC Radio spokesman said, plans to launch a special nationwide promotion campaign to call attention to the *Texaco News Reporter* broadcasts. The campaign will include three-color stand-up cardboard signs, measuring 30 by 40 inches, to be distributed to Texaco stations; full-size posters for use in window and lobby displays at ABC Radio stations, and on-the-air announcements, newspaper ads, publicity stories and photographs.

Deere Likes Tv

TELEVISION has proved so satisfactory in reaching rural audiences that Deere & Co., makers of tractors and farm implements, has authorized the production of a schedule of 27 one-minute tv films for its dealers.

Release of the commercials was announced by Reid H. Ray Film Industries Inc., which has produced Deere sales and advertising films for the past 19 years. The spots cover the full Deere line.

MATTHEWS, NIELSEN V. P., DEFENDS RADIO RATINGS

Chief of research firm's west coast radio operation says radio is still a vibrant medium.

RADIO is still a vibrant medium, as proved by the fact that it still moves merchandise, Joseph R. Matthews, vice president in charge of the west coast radio operation, A. C. Nielsen Co., said last week.

Mr. Matthews, who is based at Menlo Park, Calif., was interviewed by B•T during a client servicing trip to Hollywood. Recent radio station discontent with NSI ratings [B•T, March 14, *et seq.*] had nothing to do with the Hollywood trip, he emphasized, adding, "this is not a fire-fighting operation."

The NSI survey is as accurate as possible under the circumstances, Mr. Matthews noted. "If a higher degree of accuracy is desired, it could be obtained, providing the bill could be footed, by either of two methods: replacement of some Audilogs by additional Audimeters and/or an increase in sample size."

"However," he said, "any appreciable reduction of an already small probable error would not justify the cost."

The present Los Angeles sample is an accurate cross section, he declared without qualification, pointing out that 281 homes measured in Los Angeles NSI ratings is the largest sample offered by any service in the area, if the fact that the homes are measured more than once is considered.

"I will admit a degree of error exists when anyone starts sampling," the Nielsen representative observed, "but I will not admit the Los Angeles sample or any information received from Audimeter homes represents an error."

He further disclosed that during his current Los Angeles trip, one radio and one tv station had become NSI subscribers. Additionally, he noted that of the top 10 national agencies in radio-tv billings, seven are NSI subscribers, with two having become so recently.

Esty to Produce 'Comedy Hour'

COLGATE-PALMOLIVE Co., effective June 5, will switch the production chore of the *Colgate Comedy Hour* from its agency Ted Bates & Co., New York, to William Esty & Co., New York.

Ted Bates announced the switch in a statement that said "in a re-alignment of network television responsibilities, the NBC-8-9 p.m. Sunday night period, for the past year handled by Ted Bates & Co., has been assigned to another Colgate agency.

"Ted Bates & Co., which has been handling all of Colgate's nighttime television programming, will continue to produce *The Millionaire* on CBS-TV Wednesday nights."

ADVERTISER ANALYSIS REFLECTS TV'S GAINS

Four-medium compilation published by Leading National Advertisers shows expenditures in 1954 as compared to the preceding year.

ADVERTISERS, which last year again spent more than $1 billion for time on radio and tv networks and space in magazines and Sunday newspaper supplements, increased their national tv expenditure by some $92.5 million.

This information is revealed in the seventh annual edition of *National Advertising Investments,* published by Leading National Advertisers, and showing, by company and product, advertising expenditures in 1954 for each medium for all companies spending $25,000 or more.

Network tv time charges were $320,154,274, according to the edition which said, the $92.5 million gain in one year was an all-time national record for the medium. Highest previous network tv jump was $87 million recorded between 1951 and 1950. Other highlights of the publication:

Four-medium total for the year was $1,134,493,175, up 7% over the 1953 total of $1,062,549,992. Only other medium to gain was magazines, a slight $1 million compared to its $46.3 million increase registered between 1953 and 1952. Last year's magazine total: $604,121,055. Sunday newspaper supplements, which had registered a gain of $12.9 million between 1953 and 1952 was down about $800,000 for a 1954 total of $72,576,677. Radio networks dropped $23 million, or 14%, for a 1954 total of $137,641,169.

All-Media Audience Study Being Developed by ARF

AS PART of the Advertising Research Foundation's All-Media Audience Study, subcommittees already are at work to develop a design for an audience study of magazines which can be integrated with plans for audience studies of other media, Fred B. Manchee, BBDO, chairman of ARF's board of directors, has reported.

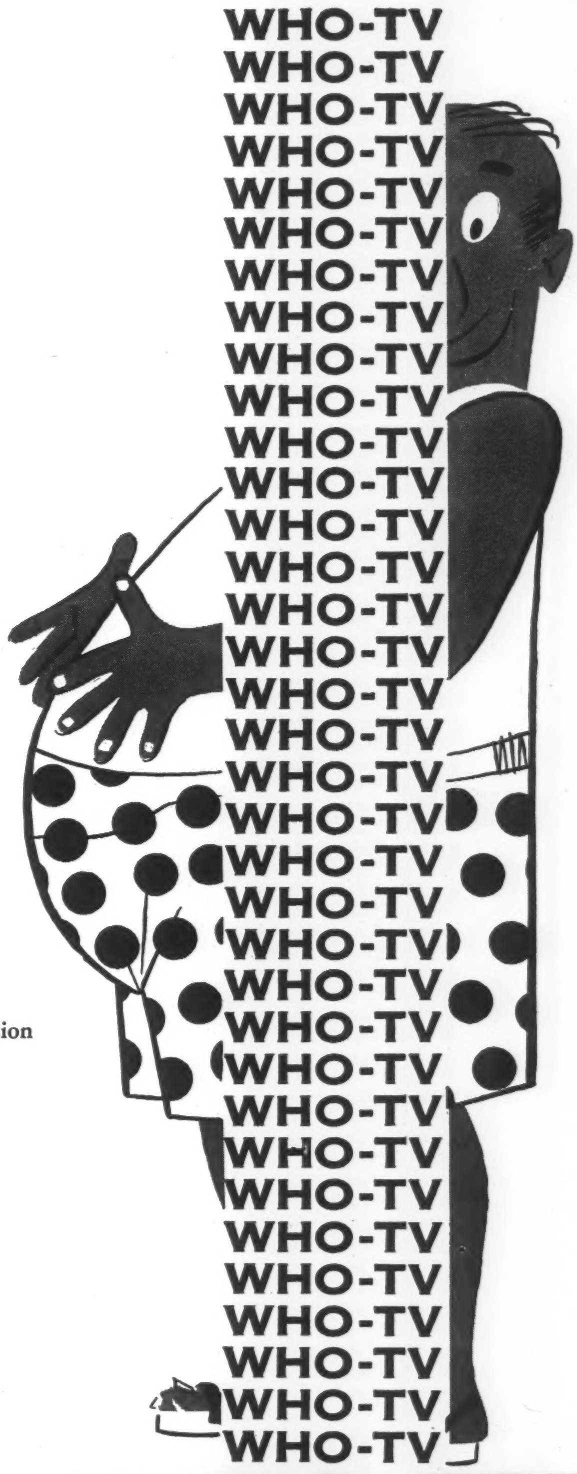
Mr. Manchee said audience concepts are being examined in an attempt to arrive at a definition, or definitions, of audience which will be more meaningful to the advertising industry and which can be applied to all media. The committee in charge of the project is headed by Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample.

At the same time, Dr. W. H. Wulfeck, William Esty Co., chairman of ARF's Motivation Research Committee, disclosed that his group has asked the ARF board to allot additional funds for his committee to further a "Buying Decisions Study" that it "inherited" from National Analysts.

This study, he said, "will attempt to find out how consumers actually make purchasing decisions, who makes them, and how quickly; this is not a measure of advertising effectiveness, although advertising, of course, is one of the elements which goes into the making of buying decisions."

Noting that the committee has been enthusiastic about the new techniques developed in the study, Dr. Wulfeck said the study encompasses a product profile "as it exists in the minds of buyers;" the "dynamics of intra-

(A&A continues on page 52)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Getting bigger and BIGGER!

BACK in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

Today, we estimate that WHO-TV has coverage of a minimum of 302,000 sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

WHO-TV's Audience is getting bigger and bigger. Free & Peters have latest facts.

WHO-TV

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Free & Peters, Inc.
National Representatives

UNITY presents *Action! Mystery! Adventure!* in the LUCKY 13 PACKAGE

"OPERATION DIPLOMAT"

INTRIGUE! — *that could Trigger the 3rd World War!*

"HOUSE OF BLACKMAIL"

MURDER! — *Adventures of a Woman in Terror!*

"FINAL APPOINTMENT"

VENGEANCE! — *a Maniac at Large Caught in a Dragnet!*

"THE BLUE PARROT"

DOUBLE-CROSS! — *it's Underworld Mystery and Murder!*

"DANGEROUS CARGO"

STICK-UP! — *for a Million-Bucks they'd Murder!*

"THIS WAS A WOMAN"

EVIL! — *the Mental Horrors of a Poisoned Mind!*

"CLUE FROM A CORPSE"

UNDERWORLD! — *Battered Bodies Leave a Trail of Death!*

"PROFILE"

FURY! — *a Fight for Power in the Publishing Racket!*

"MEN AGAINST THE SUN"

SUSPENSE! — *as Killer Lions Stalk Jungle Hunters!*

"MURDER IS NEWS"

THRILLS! — *Daring Private-eye solves Jewel Stick-up!*

"BURNT EVIDENCE"

EXPOSÉ! — *Lifting the Lid on the Insurance Racket!*

"PRIVATE INFORMATION"

MYSTERY! — *Death Answers the phone and Threatens Murder!*

"THE GOLDEN LINK"

MURDER! — *with a Broken Chain of Evidence*

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TISSUES, TOWELS AND TELEVISION

SCOTT PAPER CO. PUTS HALF ITS BUDGET INTO TV

ENTERING its ninth year in television, the Scott Paper Co., world's largest manufacturer of commercial paper products, is currently spending an estimated $3 million—half of its entire advertising budget—in the visual medium.

The "television years" have been the period of the company's greatest growth in sales, until today its merchandising figures stand at the highest level in the history of the organization.

A veteran in television, Scott entered the medium locally in 1947 with the Dione Lucas cooking program on WNBT (TV) (now WRCA-TV) New York. In 1951 the company bought its first network show, *My Little Margie,* a family situation-comedy series on NBC-TV, and will continue that sponsorship through this summer. As of Aug. 31 it will put *Father Knows Best* into the Wednesday, 8:30-9 p.m. time spot now occupied by *Margie*.

A year later, in the fall of 1952, casting about for a new program "consistent with the stature of the firm and the quality of its products," Scott enrolled as one of four subscribers on *Omnibus,* the prestige production of the Ford Foundation Television & Radio Workshop, aired on 82 CBS stations.

This "quality blending" of program and product proved so successful as a promotion maneuver that Scott renewed its identification with the show in 1953 and 1954.

George M. Benson, executive associate of Ford Foundation, told B•T that Scott Paper Co. has introduced two new products on *Omnibus:* Scotkins and Scotties, both of which have been quite successful.

Acutely responsive to the special "demonstration" opportunities of television as a selling medium, the Scott company has pursued the technique to its fullest advantage. For Scotties, a facial tissue, they have dramatically exposed the product on the air to a jetting stream of tap water to show its exceptional resistibility to pressure. With Cut-Rite, a waxed-paper wrapping, they used comparable devices to demonstrate the adaptability, effectiveness and convenience of the product. The same pattern of commercial was used for ScotTowels to dramatize its versatility and promote new uses.

In addition to network television, the firm has several radio and television spot schedules in various parts of the country. These schedules support special regional activities such as new product introductions.

Alert to the complex uses of advertising, Scott is currently conducting its own research in an effort to evaluate the relative weight of the various promotional elements contributing to their overall success. Television, they have no doubt, is a significant factor in that success.

"In fact, judging from the mail," John Hirst, radio-television manager, told B•T, "it appears that *Omnibus* has one of those loyal, appreciative and responsive audiences which deserves far more credit than quantitative measurements permit."

The net sales of finished Scott paper products in 1953 were $149,262,335. Total net sales, including pulp, amounted to $165,000,729. Net paper sales for 1952 were $129,168,565 and total net sales including pulp were $146,902,536. Net income for the year was $11,695,383 compared with 1952's figure of $10,707,346.

The Scott Paper Co. was established almost three-quarters of a century ago by two brothers, Clarence and E. Irwin Scott, who owned a small paper jobbing establishment. The brothers delivered the paper products themselves in a small pushcart. Shortly after the new company had been formed, the brothers recognized one of the important social trends of the time—the increased use of toilet tissue to keep pace with the fast-growing acceptance of sanitary plumbing. They therefore decided to confine their efforts in the manufacturing of toilet tissue. It meant merely the conversion of "parent rolls" purchased from paper manufacturers into consumer size products for the many customers who sold the rolls under their own trade names.

Just before the turn of the century, Arthur, the only son of E. Irwin Scott, entered the business and brought with him three fundamental business principles: (1) to make just a few products of the highest quality; (2) to make them as inexpensively as possible, and (3) to tell the public about them through advertising. These three conjoined policies provided the keystone on which has been built the largest business of its kind in America today.

In keeping with the new philosophy, the first objective was to discontinue some 2,000 private label brands in favor of a few of the company's own. With the acquisition of the brand name "Waldorf" these few Scott products soon formed what came to be known as "The Sanitary Line."

In a short time this group of favored products was further augmented when the first paper-towel was developed. The ScotTissue towel, as it was ultimately named, came into being largely by chance. The ingenuity of a Philadelphia school teacher, who had cut sheets of paper into convenient squares to replace the common cloth towel, presented a use for a carload of paper which was so heavy and thick that it could not be converted into toilet tissue. The superior quality of ScotTissue towels soon commanded an increasing consumer preference.

A COMMERCIAL for Scotkins, designed to demonstrate strength of the product.

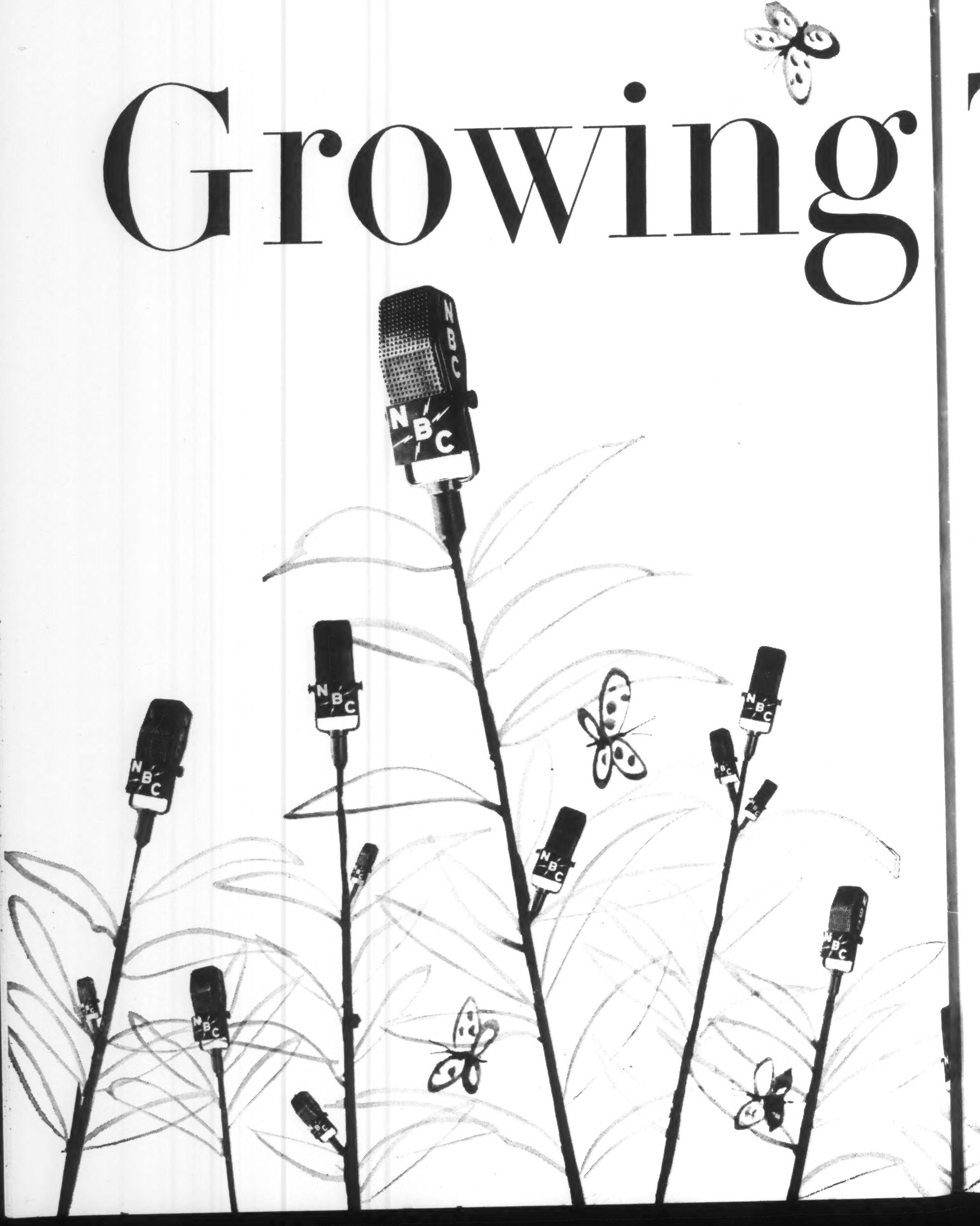
The panic of 1907, despite the hardships imposed on the growing business, served only to intensify the faith of the young management in Arthur Scott's three simple business fundamentals. Up to that time, manufacturing was still confined to "conversion" activities, but the need for better quality control and increased production prompted the company to take its first step into the future.

In an old soap mill, at the site of the company's present main plant and executive offices in Chester, Pa., two cylinder-type machines were installed—antique in design and operation as we regard paper machinery today. These served, nevertheless, as the backbone for today's 10 modern producing giants in the Chester plant, including the largest paper towel machine in the world.

Scott, with home plant and administrative offices at Chester, Pa., also owns finishing plants at Hoboken, N. J., and Sandusky, Ohio, and a pulp mill supported by extensive timber holdings at Everett, Wash., and two paper machines in a mill at Milford, N. J. Officers are Thomas B. McCabe, president, and Raymond C. Muteer, executive vice president.

The company's products include ScotTissue, Waldorf, Soft-Weve toilet tissue, Scotties and Cut-Rite, ScotTowels and Scotkins.

Growing



Time

It's Spring, and NBC Radio is growing everywhere you look!

Growing new business, for example. During the past season, NBC Radio signed up $16,116,000 in new business — a 165% new-billings increase over the previous season. Fifty sponsors are making sure, through new time buys, that their advertising bears a cash crop.

The reason? New programming ideas and sales patterns in NBC network radio — like the Mary Margaret McBride and Dr. Norman Vincent Peale morning strip shows, the widely acclaimed Biographies in Sound, and the exciting new concepts to be unveiled shortly. *All* of them represent a creative approach to radio as a *modern* medium, filling a special and vital role in people's lives.

Yes, it's Spring at NBC, and things are stirring. It's a time of growth, of vitality and movement.

Need a Spring tonic?

Exciting things are happening on

NBC Radio

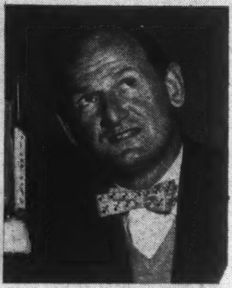
a service of RCA

Companies making *new* investments in NBC Network Radio during '54-'55 season:

Allis-Chalmers Manufacturing Company
Allstate Insurance Co.
American Dairy Association
American Motors Company
Armour & Company
Buick Motor Division, General Motors Corporation
Brown & Williamson Tobacco Corp.
Calgon, Inc.
Carter Products, Inc.
Coast Fisheries
Crosley Division, AVCO Manufacturing Corp.
Crowell-Collier Publishing Company
Curtis Publishing Company
D'Con Company, Inc.
Dodge Division, Chrysler Corp.
Doeskin Products Inc.
Frawley Manufacturing Co.
General Foods Corporation
General Motors Corporation
Gillette Safety Razor Co.
Harian Publishing Co.
Hudnut Sales Co., Inc.
Kiplinger Washington Agency, Inc.
Lever Brothers
Lewis Howe Company
Liggett & Myers Tobacco Co.
Mars, Inc.
Merit Plan Insurance Company
Miles Laboratories, Inc.
Mytinger & Casselberry, Inc.
Nash-Kelvinator Corporation
Oldsmobile Division, General Motors Corporation
Pharmaco, Inc.
Plymouth Motor Corp., Division of Chrysler Corp.
Q-Tips, Inc.
Radio Corporation of America
Reson Sales
Rexall Drug Co.
Rhodes Pharmacal Co., Inc.
The Murine Company, Inc.
The National Life & Accident Insurance Co., Inc.
The Prudential Insurance Company of America
The Quaker Oats Company
The Texas Company
The Toni Company, Division of the Gillette Co.
The Travelers Insurance Co.
Vitamin Corporation of America
W. P. Fuller & Co.
Webster Products
White King Soap Co.

PHILIP STEVENS
KMOX

LEWIS MARTIN
WBT


JAMES TAYLOR
WGAR

MARK EVANS
WTOP-WRVA

MORGAN BAKER
WEEI

ALLEN GRAY
WCCO

GALEN DRAKE
WCBS

JOHN TRENT
WCAU

PAUL GIBSON*
WBBM

PHIL NORMAN
KNX

GRANT WILLIAMS
KSL-KIRO

LEE ADAMS
KCBS

*Picture never published.

THE

By Leo Kovner

AN INSISTENCE on sound, believable advertising on its programs, plus an *ad lib*, just-between-us delivery, has won for CBS Radio's *Housewives' Protective League* a unique spot in broadcasting annals.

Besides paying off handsomely—the property grosses approximately $3 million a year and its programs reach a national audience estimated at about 15 million families weekly —*HPL* has proved that in practice as well as in theory "the program that sponsors the product" (that's *HPL*'s slogan) pays off in favorable and sometimes almost fantastic low-cost success stories for advertisers.

Now well into its 21st year on the air, *HPL* has regional programs in 14 U. S. markets and has ventured tentatively into television on Washington's WTOP-TV. The television program, however, is not actually a part of the vast and prosperous *HPL* domain, which is firmly rooted to an aural audience.

Today, *Housewives' Protective League* is a program service of CBS Radio, the network having purchased it from founder Fletcher Wiley in 1947. Starting in 1934, Mr. Wiley nursed the program along from its infancy on the then independent KNX Los Angeles through its expansion to four markets. And the program idea he came up with made him a wealthy man; he sold his four-market package to CBS for a million dollars and is now retired, owner of two west coast ranches and other property.

Shortly after it was acquired by CBS, Edward W. Wood Jr. was brought in as *HPL*'s sales manager. In 1950 Mr. Wood assumed the position of general manager as well, and during his tenure has witnessed *HPL*'s growth to a 14-station, major-market operation.

It Started Small

It wasn't always a big operation, however. When Mr. Wiley first approached KNX with his idea, he had no previous radio experience to offer along with his services. He had started as a California food broker—which may account partially for the fact that *HPL* programs run so strongly among food advertisers—and also had attained considerable experience in a variety of other fields. Nonetheless, despite his lack of radio background, he sold his idea to KNX and to try it out was assigned six half-hours a week.

HOUSEWIVES' PROTECTORS

EVERY WEEK THEY TELL 15 MILLION FAMILIES WHAT TO BUY

All sustaining, of course, and with no salary.

Basically, all *HPL* programs today are the offshoot of those first trials in Los Angeles. First, the program is talk, tailored to the tastes of the area in which it is heard. Aimed at the housewife, the delivery is casual, chatty and personalized. To insure this effect, no written copy is used on the program, merely a number of notes which act as a spur to the commentator, reminding him of the main topics he is to touch upon and listing the participating advertisers scheduled for the day. The ban on written copy is extended to the commercials, too, with an additional prohibition on transcribed announcements and singing commercials.

'Ad Lib' Commercials

This rule has always been in effect, with the individual commentators building the commercials *ad lib.* Consequently, each commentator is obliged to know the products he sells inside-out. While some accounts have been lost because of the prepared copy ban, the genuine familiarity of the broadcaster with his products and his authoritative, though off-hand, manner of recommending it to listeners lends *HPL* advertising a special distinction, and is probably responsible in large measure for its sales records for its advertisers.

Another major ingredient of the *Housewives' Protective League* success story is the honesty of the program's advertising, backed by rigid testing through *HPL* "testers' bureaus," which insures that all products recommended by *HPL* broadcasters are exactly as represented. Members of these testers' bureaus are volunteers, recruited from among listeners in each program area. Listeners submit regular application forms to become bureau members, listing their hobbies, pets, family information and other pertinent data. In a typical area, the bureau consists of 3,500 members and a particular testing panel is made up of about 100 members. Each member of the testing panel is given a sample of the product at the manufacturer's expense. In return, the panel tests the product in their homes over a period of time, fills out a mimeographed questionnaire and returns it to the local *HPL* director.

A sample of the questions asked includes: How does this product compare with others of its type? Is it worth the money? Does it do what it says? Does it do more? Less? If it does what it says, is it worthy of the *Housewives' Protective League?*

At least 80% of the replies must be favorable before *HPL* will consider accepting a product as a sponsor of the program. Even with such approval, for certain products and services the *HPL* staff institutes further checks with such groups as Better Business Bureaus to insure that advertising claims are accurate and product performance honestly represented.

In *HPL*'s earlier days, the percentage of rejections was fairly high. However, with the growth of the program's reputation for unswerving integrity, this percentage has fallen off considerably. An occasional pitch-deal operator approaches the program even today, sometimes offering an under-the-table inducement in an attempt to reach the lush pastures of an *HPL* endorsement. He never succeeds.

Not only are pitch deals never considered for endorsement, but some products which are widely accepted in other ethical broadcasting circles do not receive *HPL* approval. These include cigarettes, beers and wines, and any product making medical claims. There is no objection, personally or editorially, to many of these products, but the feeling in *HPL* management is that some products can't be tested adequately and others just don't belong on a program aimed at the heart of the home.

A Dairy Did It

In the early days, too, the determination to maintain the standards which are part and parcel of today's *HPL* program service almost brought the whole show a-cropper. Fly-by-night outfits with a keen eye for a fast buck were quick to seek out *HPL* sponsorship, but legitimate advertisers weren't about to try out a new program idea. *HPL* was in the untenable position of having lots of takers who were undesirable but no one who fitted either its high standards or its program format. The KNX management was about to scrap the whole business when Golden State Co., a San Francisco dairy with statewide distribution, came through with a two-week participation. When Golden State received 8,000 write-in replies in a promotion for new sales leads, the firm extended its participation for an additional 19 months. And *HPL* was made.

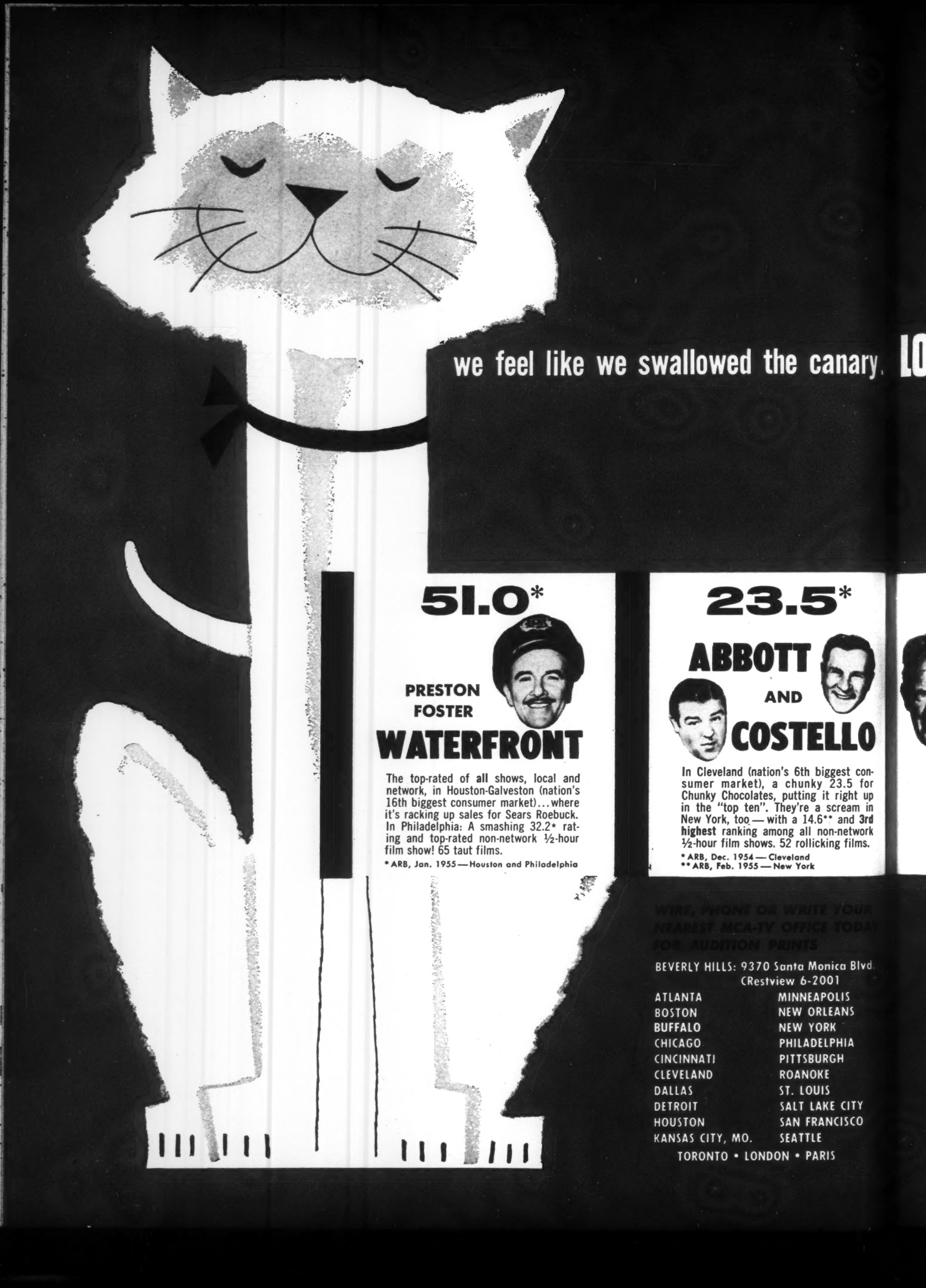
Since then, the story of *HPL* has been one of steady growth, both in gross billings and its expansion into other markets. The original success story of Golden State has been augmented by others that would make any advertiser's mouth water. And *HPL*'s list of participating advertisers today reads like a *Who's Who* of regional and national accounts and numbers some 140 sponsors from A-1 Sauce to Zippy Starch.

WGAR's the Newest

CBS Radio affiliate 50 kw WGAR Cleveland is the most recent to tie-in with *HPL*, bringing the *HPL* lineup to 14. (All *HPL* stations are CBS stations—some CBS owned, some affiliates—and all but one are 50,000-watters.) Each of the local programs operates in a semi-autonomous fashion, responsible only to New York headquarters. General Manager Ed Wood keeps a firm hand on the *HPL* activities in each market by circuiting the stations at regular intervals, having *HPL* director-broadcasters visit his staff in New York, and by generally helming all important policy decisions as well as covering the day-to-day desk chores attendant to the job. And it's no small task when the stations and their markets are considered. They are: WEEI Boston, WBT Charlotte, WBBM Chicago, WGAR Cleveland, KNX Los Angeles, WCCO Minneapolis-St. Paul, WCBS New York, WCAU Philadelphia, WRVA Richmond, KMOX St. Louis, KSL Salt Lake City, KCBS San Francisco, KIRO Seattle and WTOP Washington.

On each station, the *Housewives' Protective League* programs are headed by a director-broadcaster who is literally what the combination title suggests. He directs *HPL* activities in his area and he is the commentator on the air. Although the size of the secretarial and merchandising staff varies from market to market, each director has such a staff available.

There is a remarkable similarity in the delivery of each of the directors. Of course it's not accidental; they are trained in the *HPL* tradition and carefully screened before



we feel like we swallowed the canary. LO

51.0*

PRESTON FOSTER

WATERFRONT

The top-rated of **all** shows, local and network, in Houston-Galveston (nation's 16th biggest consumer market)...where it's racking up sales for Sears Roebuck. In Philadelphia: A smashing 32.2* rating and top-rated non-network ½-hour film show! 65 taut films.

*ARB, Jan. 1955—Houston and Philadelphia

23.5*

ABBOTT AND COSTELLO

In Cleveland (nation's 6th biggest consumer market), a chunky 23.5 for Chunky Chocolates, putting it right up in the "top ten". They're a scream in New York, too—with a 14.6** and **3rd highest** ranking among all non-network ½-hour film shows. 52 rollicking films.

*ARB, Dec. 1954—Cleveland
**ARB, Feb. 1955—New York

WIRE, PHONE OR WRITE YOUR
NEAREST MCA-TV OFFICE TODA
FOR AUDITION PRINTS

BEVERLY HILLS: 9370 Santa Monica Blvd.
CRestview 6-2001

ATLANTA
BOSTON
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DALLAS
DETROIT
HOUSTON
KANSAS CITY, MO.
MINNEAPOLIS
NEW ORLEANS
NEW YORK
PHILADELPHIA
PITTSBURGH
ROANOKE
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE

TORONTO • LONDON • PARIS

LOOK AT THESE TOP RATINGS FOR MCA-TV SHOWS!

And we've got a score more just like these—syndicated film hits that are snaring No. 1 ratings wherever played. For *top* ratings, *big-time* stars, *solid* merchandising support, you can't beat MCA-TV shows . . . because they're beating everything in sight!

31.9*

CHARLES BICKFORD

MAN BEHIND THE BADGE

All new, all first run, but the same terrific series that scored top ratings (like that 31.9 in Boston) on its network run last summer. "Realistic . . . Bickford excellent" (Variety). 39 fast-paced dramas.

* ARB, June 1954 — Boston

THERE'S AN MCA-TV SHOW FOR EVERY PRODUCT, EVERY MARKET, EVERY BUDGET . . .

BIFF BAKER U.S.A.
CITY DETECTIVE
CURTAIN CALL
FAMOUS PLAYHOUSE
FOLLOW THAT MAN
GUY LOMBARDO AND HIS ROYAL CANADIANS
HEART OF THE CITY
HOLLYWOOD OFF-BEAT
I'M THE LAW
MAYOR OF THE TOWN
PLAYHOUSE 15
PRIDE OF THE FAMILY
ROCKY JONES, SPACE RANGER
ROYAL PLAYHOUSE AND COUNTERPOINT
SOLDIERS OF FORTUNE
TELESPORTS DIGEST
THE LONE WOLF
TOUCHDOWN
WHERE WERE YOU?

MCA TV

Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

they are signed to a contract. Once in the organization, they're pretty certain of a profitable and long-term association. WCBS New York's Galen Drake, for example, was the first director hired when *HPL* began to expand. Today, he's director in the nation's number one market with more friends in the food business than you could crowd into a giant supermarket (although *HPL* sells such varied items as automobiles, books, furnaces and furniture, the majority of its accounts are foods and allied products sold in food stores).

Still legendary in Southern California broadcasting circles are the almost identical voices and delivery styles of teacher Wiley and pupil Drake, who had been a Long Beach (Calif.) singer-announcer before joining the *HPL* organization on the West Coast in 1940. The story is told that, at times, Mr. Drake would walk into a studio while Mr. Wiley was on the air, and, on signal from Mr. Wiley, pick up the broadcast in mid-sentence and carry on without the audience realizing there had been a change in broadcasters. To a great extent, many of the *HPL* directors today are "interchangeable."

In a listing of the *HPL* directors, you'll find a personality in every market who is well known as a local speaker and is no mean shakes when it comes to the economics of selling and merchandising, too. They are: Morgan Baker (WEEI), Lewis Martin (WBT), Paul Gibson (WBBM), James Taylor (WGAR), Phil Norman (KNX), Allen Gray (WCCO), Galen Drake (WCBS), John Trent (WCAU), Mark Evans (WTOP and WRVA), Philip Stevens (KMOX), Grant Williams (KSL and KIRO) and Lee Adams (KCBS).

Biography

A short biography of an *HPL* director might serve to point up the kind of backgrounds from which they come. Take Phil Doelker, born in Columbus, Ohio. He was the son of a slaughter-house and grocery chain owner and at age nine learned to butcher and dress meat. Later, full of teenage enthusiasm, he operated a mail order retail business—in antiques. He graduated from Ohio State U. with a degree in chemistry and genetics in 1934.

Two years in Western Reserve U. helped him to decide that he didn't want to be the surgeon he had once dreamed of being. He left medical school and entered radio as Phil Staley in 1937. His jobs were acting, announcing, producing and programming for a number of Ohio stations. He joined CBS in 1944 as co-producer of the New York Philharmonic Orchestra programs. A year later he joined McCann-Erickson Inc. in New York, where he stayed on as a musical director and staff producer until 1950. Then he became a production director for Radio Free Europe. This varied background in many phases of broadcast production and supervision proved to be just right for the kind of man who fits an *HPL* director's boots. He made application for an opening, underwent the normal course of indoctrination, rigid by any standards, became familiar with both the market and the *HPL* style of presentation and went to work as Philip Norman on KNX Radio. Today he's an established personality in Los Angeles and all of Southern California.

Naturally, with emphasis on obtaining such talent, *HPL* has enlarged its programming for greater exposure of its directors. Also under the *HPL* structure in some markets are *Sunrise Salute* and *Starlite Salute* broadcasts. The format of these programs has been enlarged somewhat to include a variety theme for early morning and late evening broadcast. With variations from market to market, a combination *Housewives' Protective League-Sunrise* (or *Starlite) Salute* package is offered to advertisers. All but two (WRVA and KSL) of the *HPL* stations have either one or the other of these programs and one station (WCAU) has both.

Of the other *HPL* stations, WEEI, WBBM, KMOX, KIRO, and WTOP carry *Sunrise Salute,* and WBT, KNX, WCCO, WCBS, KCBS and WGAR carry *Starlite Salute.*

HPL's ED WOOD
He runs a $3 million show.

Despite the fact that many of its accounts are national, each *HPL* operation is essentially a local one. While an advertiser may buy all or a combination of *HPLs*, he receives no discounts for participation in more than one market.

What does this cost the advertiser? Rate structures vary from market to market. KNX-*HPL* charges $360 weekly for a firm 13-week, six-participations-weekly schedule on the *HPL-Starlite Salute* combination; for a three-participations-weekly schedule, also on firm 13-week contract, $234 weekly. For *Starlite Salute* alone, the charge is $320 a week for a firm 13-week, six-participations-a-week schedule; for three participations a week, $180.

Merchandising plays an important part in the function of *Housewives' Protective League*. In most markets complete merchandising facilities are available to *HPL* advertisers with in-store appearances by *HPL* directors. Often, the demand for a product through *HPL* advertising has led to new distribution in an area. In this light, Mr. Wood has established a close working relationship with food brokers throughout the country and their association, the National Food Brokers Assn. This relationship has become so close that twice the NFBA has come to Mr. Wood and asked *HPL* to produce films showing the operation of NFBA and the status of the food broker in the nation's sales economy. *HPL* directors themselves invariably work closely in their markets with leading food brokers.

One of *HPL*'s strongest selling points is a file of its success stories. They range from small accounts just starting out to major top-budgeted national advertisers. One from the general manager of Rootes Motors Inc. (Hillman-Minx cars), reads, "I cannot help but recall times when our vehicles were completely unknown, especially in the western states.

"I can only say thank you for the great assistance you gave me to market an unfamiliar car in these United States. More than once I have heard from our dealer organization that cars have been sold to the public solely on the confidence that the public had in you. You have helped me to develop the state of California to such an extent that it is today the leading state in the Union for our vehicles."

An Award Winner

The results *HPL* achieved for B&M Oven Baked Beans over WCAU won an award from Broadcast Advertising Bureau (now Radio Advertising Bureau) in its "Radio Gets Results" contest. B&M Baked Beans had been distributed in Philadelphia for several years; then sales began to fall off. So the firm bought six participations a week on the *HPL* John Trent show—and sales increased 47% during the first 26 weeks. The company, in a letter to WCAU, called the gains "phenomenal." It was a valid test for radio, too, since WCAU-*HPL* was the only advertising used in the area.

When Kiplinger's *Changing Times* magazine used six *HPL* announcements in one market, over 5,600 copy requests were received, at a cost per-inquiry of 11 cents.

The success of *HPL* demonstrates that radio can be as potent a selling force as ever when it's done with objective thinking and a clear eye on the consumer. *HPL* audiences remain almost fanatically loyal to the programs and the simplest explanation is that its high standards and proven honesty are the forces that woo its listeners. Above all, *HPL* has proved that absolute integrity can pay off, and pay off well, in the broadcasting industry.

84%

of the radio families in Metropolitan Los Angeles listen to **KNX** each week! 45% listen in a single day!

For the first time, the leading stations in Los Angeles have an accurate measure of the number of different families listening during a day . . . during a week. ● The new CPA (Cumulative Pulse Audience) report for Los Angeles and Orange Counties shows **KNX** reaches the greatest number of different families morning, afternoon and night, total day and total week!

more

people than any other station!
people than any newspaper!
people than any magazine!

First in the West's First Market . . . . **KNX RADIO**

LOS ANGELES • 50,000 WATTS • COLUMBIA OWNED

FARM PROGRAMMING

HOW ONE TELEVISION STATION DOES IT — FROM ITS OWN FARM

A COUPLE of weeks ago, NBC-TV's *Home* program celebrated the opening of spring by taking its viewers for a short visit to a 350-acre Kentucky farm and a brief glimpse of cows and pigs and lambs and chickens, not to mention the succulent smoked ham cooking in the farmhouse kitchen.

For many members of *Home*'s audience the March 21 Kentucky farm sequence was a refreshing novelty, something new and different from their normal viewing fare. Not so, however, for those who were watching the *Home* telecast through the facilities of NBC-TV affiliate WAVE-TV Louisville. To them this particular farm was a familiar spot, one which they had visited each Saturday noon since mid-January, taken there by the cameras of WAVE-TV.

On these Saturday noon-to-1 p.m. telecasts, titled simply *Farm*, WAVE-TV viewers have watched the testing of the soil, the early plowing, the preparation of tobacco beds, the sowing of grass and clover, the starting of a vegetable garden. They have seen the farmers start baby chicks, baby pigs, baby lambs and baby calves on their way to becoming big, healthy, profitably marketable animals. They have viewed the other farm activities that follow in regular progression during the late winter and early spring weeks as the farmer prepares for the summer season of growth for the fall harvest. And many of them have profited by what they have seen, for they, too, are farmers and on their Kentucky and southern Indiana farms they work with much the same soil and weather conditions, grow much the same crops, raise much the same livestock, operate much the same sort of establishments as the one they see on WAVE-TV.

It was to serve the more than 630,000 residents of the more than 150,000 farms in its coverage area (about 84,000 with tv sets as of the first of the year) that WAVE-TV last summer decided to undertake a regularly scheduled series of live tv programs direct from a farm. That decision posed two immediate problems to the station's management.

Just 13 Miles Away

First, they needed a place to originate these programs, a working farm typical of the region, large enough to carry on a wide variety of farm activities and so located as to permit relaying a consistently good signal back to the station. This was solved by the acquisition of a 350-acre farm on gently rolling ground at a slightly higher altitude than the WAVE-TV studios and just 13 air miles away.

The farm is no show place, the station management stresses, but an efficient, practical working farm—a farmer's farm. For many years it has produced sheep, beef and dairy cattle, hogs, poultry, alfalfa, corn, wheat, barley, oats, bluegrass, orchard grass and fescue. For the *Farm* telecasts, the important crop of tobacco has been added.

Station spokesmen declined to state what was paid for the property, pointing out that its subdivision area location would place the dollar value out of line with average farm acreage prices in the general farm area. A reasonable estimate, B•T was told, would be something in excess of $100,000. Approximately $50,000 more will be invested in new agricultural equipment, both permanent and mobile, during the 1955 program schedule, the station said.

Next, WAVE-TV needed the services of men capable of conducting the program and operating the farm and doing both well. After an exhaustive survey of top agricultural experts throughout the land, WAVE-TV selected Shirley Anderson as station farm director and put him in charge of the *Farm* programs. Louisville county agent since 1927, Mr. Anderson last May received a distinguished service award from the U. S. Department of Agriculture—an award given to only eight other county agents chosen from well over 3,000 throughout the nation.

Assisting Mr. Anderson on the programs is Paxton Marshall, who since 1948 has managed the same farm now operated by WAVE-TV and point of origin of the *Farm* program series. His wife, Shirley Marshall, has for some years conducted one of WAVE-TV's most popular cooking and home economics programs.

To telecast a normal *Farm* program, WAVE-TV uses two cameras. One is transported to the barns in the farmyard center by means of a specially constructed sled, hauled by a tractor. The second camera, equipped with a Zoomar lens, is moved

WILS DOMINATES LANSING RADIO

ACCORDING TO THE LATEST SURVEY (FEB. '55)

(HOOPER—FEB. 1955)

SHARE OF RADIO AUDIENCE

	WILS*	NETWORK STATION B	NETWORK STATION C
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	**38.3**	31.8	20.3
	WILS	NETWORK STATION B	NETWORK STATION C
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	**48.9**	18.4	23.9
	WILS	NETWORK STATION B	NETWORK STATION C
MONDAY THRU FRIDAY 6:00 P.M.-10:00 P.M.	**38.1**	28.8	25.9

***WILS—5000 WATTS DAY—1000 WATTS NIGHT—1320 KC**

Lansing's Most Powerful Station

Represented Nationally
By Venard-Rintoul-McConnell, Inc.

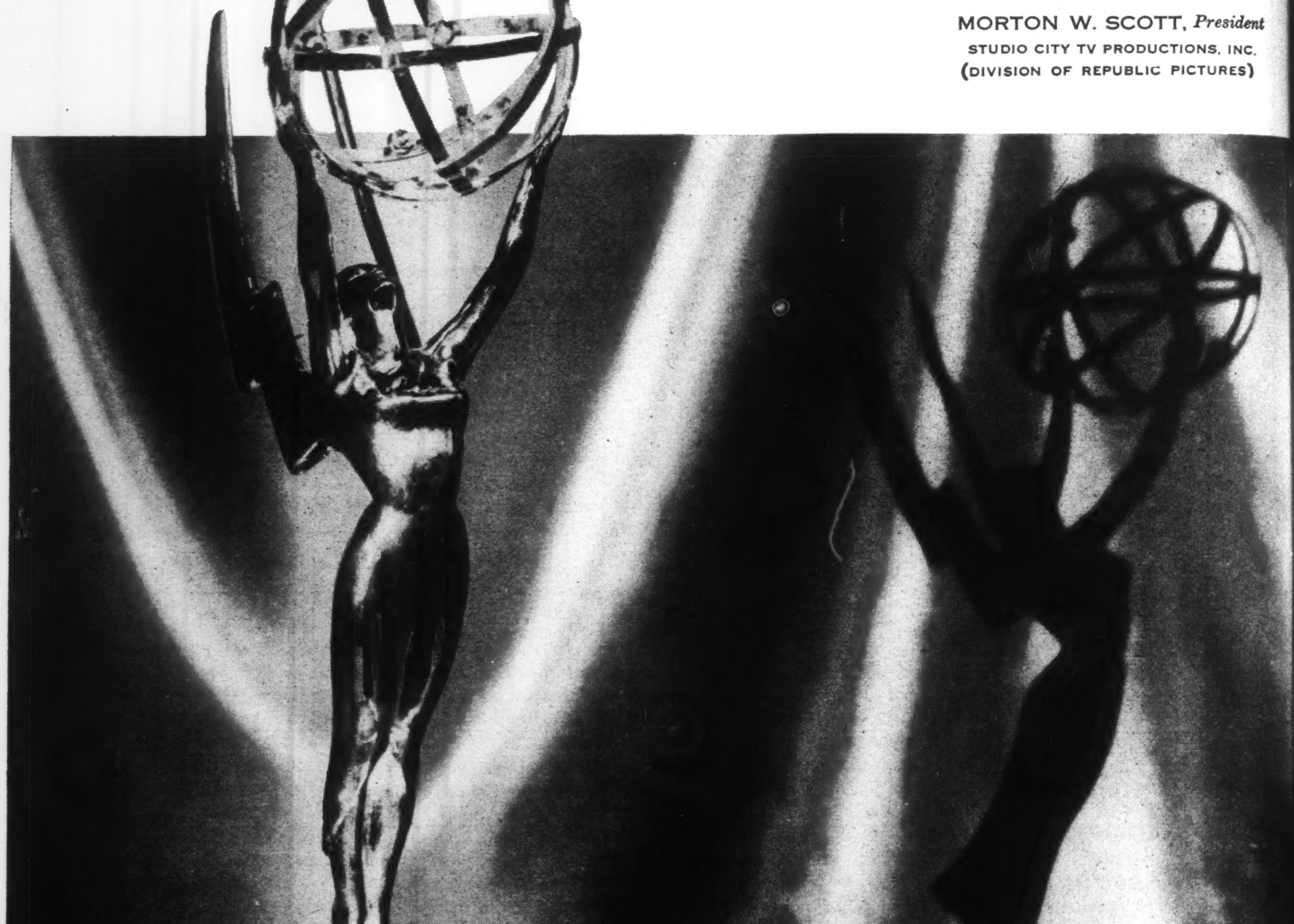
WILS

407 N. WASHINGTON AVE.
LANSING 30, MICHIGAN

We are proud and honored to accept Television's Greatest Award!

OUR SINCERE THANKS to the studio production staff of "STORIES OF THE CENTURY" and to those stations and sponsors whose great confidence and all-out support made this award possible.

MORTON W. SCOTT, *President*
STUDIO CITY TV PRODUCTIONS, INC.
(DIVISION OF REPUBLIC PICTURES)


THE ACADEMY OF TELEVISION ARTS
BEST WESTERN OR ADVENTURE SERIES
"STORIES OF THE CENTURY"
A STUDIO CITY TELEVISION PRODUCTION DIVISION
(A DIVISION OF REPUBLIC PICTURES)

The Academy of Television Arts and Sciences
BEST WESTERN OR ADVENTURE SERIES OF 1954
"STORIES OF THE CENTURY"
A STUDIO CITY TV PRODUCTIONS, INC. PRODUCTION (DIVISION OF REPUBLIC PICTURES)

STUDIO CITY
TV
PRODUCTIONS
INC.

STUDIO CITY TV PRODUCTIONS, INC.
(A DIVISION OF REPUBLIC PICTURES)
announces with pride

2 NEW SERIES

NOW IN PRODUCTION AT REPUBLIC STUDIOS

IN HOLLYWOOD

"BEHIND THE SCENES"

HOLLYWOOD STUDIO

TV audiences are going to love Sally Smith and Jill Butler, two small town girls in their riotous attempts to crash Hollywood!

SAX ROHMER'S
WORLD-FAMOUS
"ADVENTURES OF FU MANCHU"

The ACME of suspense, intrigue and mystery!

FOR FURTHER INFORMATION CONTACT **HOLLYWOOD TELEVISION SERVICE, INC.**
4020 Carpenter Avenue, North Hollywood, California . . . or any of the following distributors

ALBANY 4, N. Y.
1046 Broadway
Albany 5-2291

ATLANTA 1, GEORGIA
162 Walton Street
Lamar 8611

BOSTON 16, MASS.
40 Piedmont Street
Hancock 6-4288

BUFFALO 2, N. Y.
505 Pearl Street
Cleveland 2421

CHARLOTTE 1, N. C.
227 West 4th Street
Edison 3-5138

CHICAGO 5, ILLINOIS
1504 S. Wabash Avenue
Webster 9-6090

CINCINNATI 14, OHIO
1632 Central Parkway
Cherry 5021

CLEVELAND, OHIO
450 Film Building
Prospect 1-0034

DALLAS 1, TEXAS
412 S. Harwood Street
Randolph 4127

DENVER 2, COLORADO
2145 Broadway
Tabor 2263

DES MOINES 9, IOWA
1205 High Street
Des Moines 4-2239

DETROIT 1, MICHIGAN
2211 Cass Avenue
Woodward 1-6415

INDIANAPOLIS 4, INDIANA
444 N. Illinois Street
Melrose 5-4419

KANSAS CITY 8, MO.
215 West 18th Street
Grand 2390

LOS ANGELES 7, CALIF.
1926 S. Vermont Avenue
Republic 4-1131

MEMPHIS 2, TENN.
397 S. Second Street
Memphis 8-7388

MILWAUKEE 3, WISCONSIN
1131 N. Eighth Street
Marquette 8-1876

MINNEAPOLIS 3, MINN.
1104-06 Currie Avenue
Main 8071

NEW HAVEN 10, CONN.
132 Meadow Street
Locust 2-5163

NEW ORLEANS 12, LA.
150 S. Liberty Street
Raymond 0765

NEW YORK 19, N. Y.
630 Ninth Avenue
Circle 6-0760

OKLAHOMA CITY 2, OKLA.
718 West Grand Avenue
Regent 6-5651

OMAHA 9, NEBRASKA
1514 Davenport Street
Atlantic 7475

PHILADELPHIA 7, PA.
249 N. Clarion St.
Locust 7-4711

PITTSBURGH 19, PA.
1709 Blvd. of the Allies
Atlantic 4858

PORTLAND 9, OREGON
1816 N. W. Kearney St.
Atwater 9405

ST. LOUIS 3, MO.
3320 Olive Street
Jefferson 6548

SALT LAKE CITY, UTAH
214 East First South St.
Salt Lake 3-5709

SEATTLE 1, WASHINGTON
2420 Second Avenue
Elliott 8678

SAN FRANCISCO 2, CALIF.
221 Golden Gate Avenue
Market 1-6880

TAMPA 1, FLORIDA
115 S. Franklin Street
Tampa 2-3390

WASHINGTON 1, D. C.
203 Eye Street, N. W.
Republic 0155

about the farm in a small pick-up truck for covering the day's activities. Farm director, farm manager and the program's announcer travel by jeep from point to point.

In the farmyard center, technicians have constructed a central tv studio, with control panels, heavy wire for the electric load, and floodlights as well as sky light for better lighting. This studio is 30 feet wide and 45 feet long and has large sliding doors on both sides of the building, making it easy for animals and large equipment to enter and leave the studio. Hinged doors at either end of the building permit the maximum amount of natural light to enter. The studio floor is partly concrete and partly crushed rock, the concrete strip allowing the camera to move evenly.

Personnel for the telecasts include the farm director, farm manager, program producer, director, two cameramen and the usual complement of audio, switching and supervisory engineers. In addition, there are two farm attendants whose primary responsibility is to handle the various farm animals, controlling them and bringing them into proper camera range. These attendants also drive the tractor and other vehicles used for moving the cameras and men from one point to another.

The station's mobile remote unit handles switching and camera control at the farm. One of the farm's silos is used as a microwave-relay tower to send the signal back to the WAVE-TV studios.

The programming is scheduled so as to show each type of animal and crop at various stages of development. For instance the selection of varieties of hybrid seed corn and the preparation of the soil were shown last Saturday; the April 23rd telecast will demonstrate planting corn and fertilization. In June the program will show the planting of the late corn crop; in August, corn silage; in October, corn harvesting.

THE PICTURE this camera picks up is beamed 13 miles to WAVE-TV's studios via the microwave disc atop the silo.

In addition to providing the farmers with agricultural information such as recommended, tested and practical farming procedures and methods, the station management believes that an important benefit of *Farm* will be in acquainting city people and the great consuming public with the actual problems of the food producer. "We hope city consumers will get an idea of how much work a farmer has to go through to produce a pound of wool or a quart of milk," one WAVE-TV executive said.

Commercials for Federal Fertilizer (the only product advertised on *Farm* as yet) are integrated logically into the program. Pasture fertilizing is stressed in the telecasts from mid-February to mid-April. Fertilization of row crops, such as corn, tobacco and potatoes, will be highlighted during April and May. Through June the commercials will deal with fertilizing for the second cutting of alfalfa. July telecasts will emphasize fertilizing for seeding a new stand of alfalfa. Fertilizing for small grain seeding will be the sponsor's fall topic and in the final months of the year pasture fertilizing will again be stressed.

Different mechanical methods of fertilizer application and distribution are shown and, later on, the results—for instance, a good stand of pasture—will also be shown, letting the viewers see for themselves the effects of following the recommended fertilizing procedures. As other sponsors are added, the same integration of commercials will be followed, so far as is practicable.

In pioneering this new field of farm telecasting, WAVE-TV felt it would be rendering a worthwhile public service to its community. The comments it has received—from county agents and agricultural school officials as well as from farmers, yes, and some city folk, too—make the station believe it was on the right track when it started *Farm* on its weekly career.

A RADIO MONEYMAKER BUCKS TV

EVERY WEEK throughout the year, WPAT Paterson, N. J., a radio outlet which includes the metropolitan New York market in its coverage area, receives hundreds of unsolicited cards and letters which would suggest to the most ardent prophets of doom that nighttime radio can be a highly successful proposition. The source of this high degree of audience interest is a 7-11 p.m. broadcast entitled *Gaslight Revue,* a show which soft-pedals the spoken word and concentrates on music.

In the five years it has been on the air, *Gaslight Revue* has registered the largest audience gain of any time period in WPAT's 18-hour broadcast day, and, in an area saturated with more than four million television receivers, it boasts an almost complete sell-out of commercial time seven nights weekly, as compared to a nearly nonexistent commercial schedule in March 1950.

The WPAT answer to radio's role in nighttime broadcasting originated with its president and general manager, D. J. Wright, who with a group of associates bought the outlet in December 1954 from the North Jersey Broadcasting Co., a subsidiary of the *Passaic Daily News.* Mr. Wright, who joined WPAT as general manager in 1950, with more than 20 years of broadcasting experience behind him, is a man who feels that an independent am station in a competitive market can both live with television as competition and skyrocket business volume at the same time.

When WPAT was faced with the question of what to do to gain audience against a variety of radio programs on competing stations plus the gigantic threat of nighttime television, Mr. Wright decided to offer the simplest programming technique possible: "nothing more than beautiful, uninterrupted music," he told B•T. When *Gaslight Revue* went on the air, so intent was Mr. Wright on keeping the format simple and relaxing that "even the introductions of the musical selections were eliminated," he said.

While the formula for the show is comparatively simple, Mr. Wright pointed out that it requires careful guidance in the selection of music, which is supervised by David Gordon, one-time music librarian of WOR New York, now music director of WPAT. "And we are just as selective about our commercials as we are about program content," Mr. Wright said.

Only two sponsors — Brogan-Cadillac Oldsmobile Co. and the Oldsmobile division of General Motors—started on the air with *Gaslight Revue* in March 1950. Currently 17 local, regional and national advertisers have participating schedules on the program. Revenue on the series has increased 116.7% since the show first went on the air. There are three advertising plans open to potential *Gaslight Revue* sponsors. A client may purchase a half-hour segment in strips of seven, or newscasts or one-minute spot announcements across the board. Within the framework of the half-hour strip, the sponsor receives two one-minute spot announcements and one 20-second announcement at $100 per half-hour. Rate card prices on one-minute commercials and two-minute newscasts are $30 and $70, respectively. WPAT maintains a strict ruling on length of copy. Maximum number of words is 150 for one-minute announcements and 50 words in a 20-second spot.

Judging from the mail pull of the show, listeners have taken a bright shine to the program. Early in 1953, Mr. Wright recalls, WPAT asked its audience a question four times each evening through one week. The query was "Do you like *Gaslight Revue?* If so, please write us." Nearly 10,000 letters of nodding approval were received at the station the following week.

Again last year, the station asked its listeners for a period of a week if they would be interested in receiving a program guide listing titles of selections played on *Gaslight Revue* each evening. They were told that while plans for the program guide had not yet been formulated, WPAT was anxious to learn how many people would like to have such a booklet. At the end of the week, another 10,000 letters had poured into the station.

Certainly, fish can talk

. . . when you use film !

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you **USE EASTMAN FILM.**

For further information—what film to use—latest processing technics, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Are you shooting your films IN COLOR? *You should be!* You'll be needing it.

A B•T PICTURE STORY

DAYTON STATIONS MOVE INTO $2 MILLION RADIO-TV CENTER

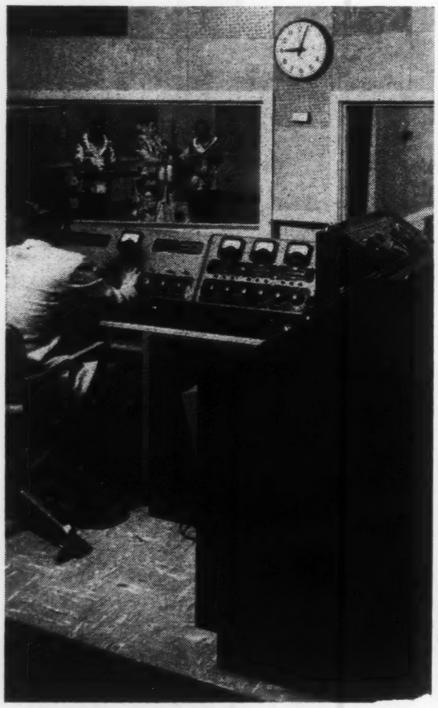
NEW QUARTERS FOR WHIO

WITH completion of its major improvement program, WHIO-AM-FM-TV Dayton, Ohio, now is operating in a plant that represents a $2 million investment since 1949. The original building at 1414 Wilmington Ave. included building, RCA equipment, tower, transmitter and mobile gear, involving a $600,000 investment. The 1954-55 program involves building an addition worth more than $500,000 plus $140,000 for new equipment and furniture.

The new transmitter building and 1,104-ft. tower on Germantown St. were built at a cost of $641,000. Other expenditures brought the total to $2 million.

All business and operating functions have been transferred to the enlarged studio and office building on the Wilmington Pike. Austin Co., which designed and built the original structure, worked out the transformation to a complete broadcasting center.

Video control on a mezzanine permits use of common video control equipment and separates video control personnel from studio routine. The control room includes console and film projection gear plus space for color units. Conduit runs are accessible and short.



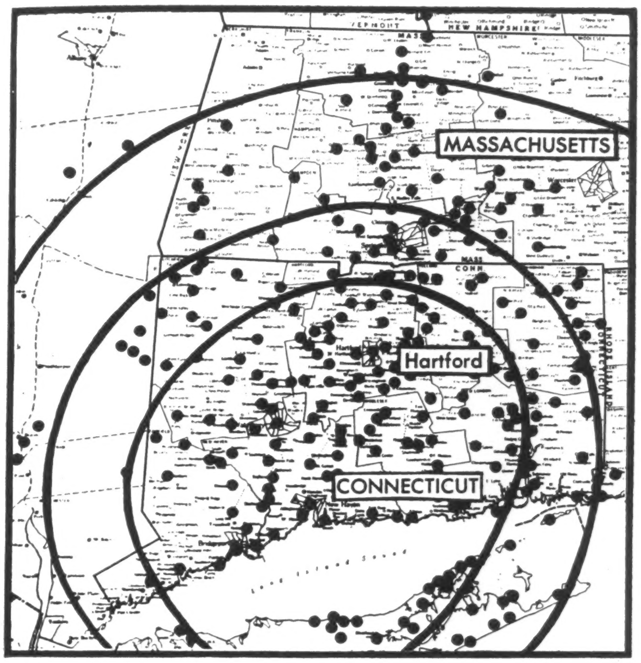
RADIO CONTROL. All three radio studios are grouped around this control center.

THE CONFERENCE ROOM provides ample and comfortable seating facilities, plus a television set (which is not shown) for monitoring the station's programs.

THE MASTER control room is located next to the director's booth on the mezzanine. Both overlook the main television studio, which can be seen through the windows.

GENERAL MANAGER Robert H. Moody greets visitors in this walnut-paneled office which adjoins the conference room shown in top photo.

Let the figures tell the story!



...people earn more and spend more... in the center of the **WNHC-TV** *orbit of influence!*

- Population — 3,607,600
- No. of Families — 1,045,800
- Retail Sales — $4,127,897,000
- Drug Sales — $119,797,000

Food Sales — $1,146,520,000

Conn. Fam. Income — $6,786 (Per Family)

Only VHF in Connecticut

TV Families — 934,448

SOURCES: 1955 Sales Management Pre-Final Estimates; CBS—Nielson Survey Updated with RETMA Set Sales—January 1, 1955; Mail map (black dots) based on 10,000 letter response, completed December 1954; Contour map accepted by FCC December 1954

REPRESENTED BY KATZ

WNHC-TV

SERVING THE HARTFORD - NEW HAVEN AREAS

316,000 WATTS

CONNECTICUT'S *Channel 8*

(A&A continues from page 32)

family group activity" producing the purchase; influence of various informational sources as influencing purchasing decisions, and the culmination of the purchasing decision into brand selection—"the most important of all decisions from the manufacturer and the agency's point of view."

U. S. Steel, GE to Take Over CBS-TV Spot Dropped by Pabst

U. S. STEEL Co. and General Electric Co., effective July 6, will alternate weekly drama sponsorship on Wednesday, 10-11 p.m. EST, on CBS-TV, the period vacated by *Pabst Blue Ribbon Bouts* which moves to ABC-TV.

U. S. Steel shifts from its present period on ABC-TV, Tuesdays, 9:30-10:30 p.m. EST, which it has had since October 1953. Format of the show will remain the same and will continue to be supervised by the Theatre Guild. BBDO, New York, is the agency.

General Electric has bought 26 films from 20th Century-Fox Film Corp., to be presented on the alternate weeks. Series has a dramatic format. Young & Rubicam, New York, is the agency for GE.

The new hour-long series will be telecast on an all-live network of 115 CBS-TV stations.

Kodak to Replace 'Norby'

EASTMAN KODAK Co., through J. Walter Thompson Co., New York, has decided to abandon *Norby* (Wed., 7-7:30 p.m. EST, on NBC-TV), effective April 6, and has bought a film series from Screen Gems Inc., New York, which will be sponsored Wednesday 8-8:30 p.m. on NBC-TV, starting April 13.

The new program, *Kodak Request Performance* will run a minimum of 21 weeks. It will include outstanding plays from the current *Ford Theatre,* produced by Screen Gems, and from *Top Plays of 1955,* distributed by Screen Gems.

Kodak firm, which entered television for the first time last January with the all-color *Norby* series, is now formulating plans for a new major tv series to be presented on film next fall over the same 84 stations that will carry *Kodak Request Performance.*

W-H, Lambert Merge

MERGER of Warner-Hudnut Inc., cosmetic firm, and Lambert Co., drug company, was approved at a special stockholders meeting last week. The merger, effective last Wednesday, involved the exchange of one share of Warner-Hudnut common stock for each share of Lambert common.

The firm's new corporate name is Warner-Lambert Pharmaceutical Co. Combined sales of both companies reportedly will exceed $100 million annually.

Pontiac to Switch to Drama

PONTIAC, sponsors of the *Red Buttons Show* on NBC-TV, Fridays, 8-8:30 p.m., will drop the program and sponsor a dramatic series effective Sept. 6, Tuesdays, 9:30-10:30 p.m., alternating weekly with Armstrong Cork Co. Latter advertiser currently sponsors *Circle Theatre,* Tuesdays, 9:30-10 p.m. on NBC-TV but will expand the program to one hour starting in the fall.

Pontiac is represented by MacManus, John & Adams, New York, and Armstrong's agency is BBDO, New York.

The Friday night period, 8-8:30 p.m., has been offered to Chrysler Corp., but nothing definite has been signed.

ME., TENN. ENACT BAIT-SWITCH LAWS

MAINE and Tennessee are the second and third states, respectively, to enact legislation to curb bait and switch advertising, it was announced last week by the Assn. of Better Business Bureaus Inc., New York. The first state, Massachusetts, has had its anti-baiting law in effect since mid-1953.

Maine's law became effective March 14 and Tennessee's March 22, it was reported. The two laws provide penalties up to $500 and advertisers also may be enjoined from such advertising. Basic purpose of the laws is to curb those who advertise merchandise at very low prices with the intent not to sell the merchandise, but rather to switch the prospect to high price items.

Six other states have similar bills pending. These include Rhode Island, New York, Pennsylvania, Ohio, Kansas and California. Illinois is expected to introduce a bill in the near future, it was reported. The bills are based on a model law recommended by the Council of State Governments to state legislatures in its 1954 package of suggested legislation.

ABBB's Bait Advertising Committee has endorsed the model law as a way to curb advertising abuses, but "it also believes the simplest answer to the problem is for media to flatly reject such advertising which is a policy now being followed by most media in such cities as Omaha, St. Louis, Amarillo and Washington, D. C. The BBBs generally consider 'bait' the worst abuse in advertising today."

Meanwhile, ABBB reported that Detroit's bait advertising law had "successfully passed its first test," citing that television repairman James Whitt was fined $100 on March 11 by Traffic Referee John G. Carney. It was alleged that Mr. Whitt, doing business as Do-All Television Service, advertised house calls at $1.50, but "padded this feature price by selling unnecessary tubes."

Kudner Agency Consolidates Print, Radio-Tv Timebuying

PRINT media and the radio-television timebuying departments of Kudner Agency, New York, are being consolidated under the general supervision of Hugh Johnson, director of media, effective this week, J. H. S. Ellis, president of the agency, announced last week. At the same time it was revealed that John P. Marsich becomes assistant director of media in charge of timebuying, with John J. Murphy Jr., Marjorie C. Scanlan, and Ann Gardiner continuing as timebuyers, and Frank M. Nolan becomes assistant director of media in charge of print buying. Anne Wade, assistant to Mr. Nolan, has been advanced to print media buyer. E. G. Weymouth continues as associate media director.

MR. MARSICH

Mr. Marsich has been with the agency since 1949, first as assistant manager of the radio-tv department and later head timebuyer.

Mr. Nolan started at Kudner in 1935. He has worked on all accounts in the agency.

SPOT NEW BUSINESS

Cinch Products Inc., L. A. (Cinch cake mixes), through Hixson & Jorgensen Inc., there, starts saturation tv-radio spot announcement campaign, with Mon.-Sat. schedule, utilizing in California over 3,900 spots on 21 radio stations and 340 spots on two tv stations; and in Colorado, over 1,000 spots on five radio stations and 60 spots on one tv station, for 13 weeks. Radio-tv spots created by Song Ads Co., Hollywood.

Servisoft of California (soft water service), L. A., through William W. Harvey Co., there, starts cooperative radio spot announcements on undetermined number of western stations and five participations weekly on KRCA (TV) Hollywood *Home,* both effective today (Mon.).

Simoniz Co. Ltd., Toronto, Ont. (floor polish), has started five times weekly announcement campaign on a large number of Canadian radio stations. Agency is Walsh Adv. Ltd., Toronto.

Cudahy Packing Co., Toronto, Ont. (Old Dutch Cleanser), has started weekly half-hour panel program *Hide and Seek* on nine Canadian major market radio stations. Agency is J. J. Gibbons Ltd., Toronto.

Yardley of Canada Ltd., Toronto, Ont. (cosmetics), has started test tv campaign on CFPL-TV London, with film spot announcements twice weekly for 12 weeks. Long range sales results will be tested on this campaign before other stations are used in Canada. Agency is McKim Adv. Ltd., Toronto.

Arnesto Paint Co., N. Y., will use radio spots to open its 1955 campaign. Starting in April for 10 weeks company will use spots in New York, New Jersey and New England areas. Agency is Philips Rohr & Co., N. Y.

NETWORK NEW BUSINESS

Steinberg's Ltd., Montreal (chain grocery), has started weekly half-hour French-language program *14 Rue de Galais* on four French-language CBC-TV network stations for 52 weeks. Firm is also using an English-language film show on CBMT (TV) Montreal, and film spots on English-language Quebec provincial tv stations. Agency is Grant Adv. of Canada, Montreal.

Seaboard Finance Co., L. A., has started three-weekly segments of *Amos 'n' Andy Music Hall* (Mon.-Fri., 6:30-6:55 p.m., PST) on 15 Columbia Pacific Radio Network stations for 13 weeks. Frank Bull & Co., L. A., is agency.

National Labor-Management Foundation (*Partners* magazine) to sponsor Fulton Lewis jr. on Mutual, Sundays, 9-9:15 p.m. EST, starting April 3. This extended Mr. Lewis' program to six-day-a-week basis. Program content to be directed toward articles in magazine.

AGENCY APPOINTMENTS

State Advertising Commission, Tallahassee, Fla., appoints Carey Assoc., Sarasota, to handle tv advertising for Florida during the coming business year.

Clyde Beatty Circus appoints Mort Goodman Adv., L. A., to handle radio spot advertising; **Hotel Riviera,** Las Vegas, names Goodman to handle all advertising jointly with Harris & Whitebrook Adv., Miami Beach; **United Cere-**

people make the best salesmen

. . . *especially people like HERB SHELDON*

Wherever there's a TV set in the nation's No. 1 market, Herb finds a warm welcome waiting for him — just for being himself. That means being natural, neighborly and funny, as he entertains (and sells) the lady of the house, every weekday morning from 8:55 to 10. It's a program custom-made for housewives . . . including a special cooking feature by Josephine McCarthy. And homemakers clearly find Herb captivating, because they keep busy buying the products he demonstrates and recommends.

His clients keep busy, too, writing nice letters like this:

"I cannot tell you how pleased we are with the selling job that you have been doing for Whirlpool. The impact of your 'low pressure selling' is one reason why Whirlpool is number one in the number one market."

David Oreck, V. P. in Charge of Sales,
Bruno—New York, Inc.

When you're considering media to help you sell the New York market, remember this oldest of advertising truths: *People Make The Best Salesmen!* And WRCA-TV has some of the warmest, most persuasive people in television. Like Jinx Falkenburg, Norman Brokenshire, Ken Banghart, Gene Rayburn . . . and like Herb Sheldon.

WRCA-TV • 4

NBC *In New York, sell more on 4*

Represented by NBC SPOT SALES

NEW YORK • CHICAGO • DETROIT • CLEVELAND
WASHINGTON • SAN FRANCISCO • LOS ANGELES
CHARLOTTE* • ATLANTA* • DALLAS*
*Bomar Lowrance Associates

bral Palsy appoints Goodman to handle national and regional tv and radio promotion.

Fradelis Frozen Food Corp., L. A. (frozen "heat and serve" dinners), appoints Mogge-Privett Inc., that city. Local tv will be used with similar campaigns being readied for other markets.

Lee Pharmacal Co., Beverly Hills, appoints J. P. Shelley & Assoc. Inc., L. A., to handle advertising for its new, unnamed pharmaceutical product.

Monarch Finer Foods Division, Consolidated Grocers Corp. (western division), L. A., names Stromberger, LaVene, McKenzie, same city.

Lee Ltd., Beverly Hills (Dri-Mist deodorant), names Erwin, Wasey & Co., L. A.

Parsons Ammonia Co., N. Y., appoints Kiesewetter, Baker, Hagedorn & Smith, N. Y., to handle its advertising, effective April 1. Radio spots will continue to be used and television will be tested.

Magnetic Recorder & Reproducer Corp., Phila., appoints Benham Adv., same city.

Miami High Life, distributor of Miller High Life beer, names Charles Anthony Gross Adv., Miami.

Frigimeats Inc., Chicago (frozen meats), appoints Schwimmer & Scott Inc., that city.

Elgin National Watch Co. (Ordnance Div.) appoints Waldie & Briggs Inc., Chicago, to handle advertising for electronic products under new expanded program. Agency has handled Abrasives Div. account of same company since 1949.

Zotox Pharmacal Co., Stamford, Conn., names Erwin, Wasey of Canada Ltd., Toronto, for Canada.

AGENCY SHORTS

Young & Rubicam, N. Y., has been incorporated in Germany and has completed working agreement there with associate agency, Heumann Werbegesellschaft, Frankfort. Kenneth Hartshorn, London office, is in charge of German organization.

Harold Dreyfus, vice president, Noel, Lent & Assoc., L. A., forms own agency, The Dreyfus Co., with offices at 833 N. Kings Rd. Telephone is Webster 1-1831. Initial accounts are International Pacific Recording Corp., Tastee Products of California, Tippa Products Corp. (imported German Tippa typewriters) and Vi-Cly Industries (paints).

Fred Gardner Co., N. Y., has moved to larger offices at 50 E. 42d St.; telephone: Murray Hill 7-4784.

Sullivan, Stauffer, Colwell & Bayles, N. Y., moves to larger offices, occupying three floors, at 477 Madison Ave.

Sackel Co., 8 Newbury St., Boston, has been opened to handle trade and consumer advertising, merchandising and publicity, with Sol Sackel as president and Ralph Schiff, general manager.

A&A PEOPLE

Arthur W. Lutz, former board chairman, Smart & Final Iris Co., Los Angeles wholesale grocery concern, to board of directors and executive committee, Consolidated Foods Corp., Chicago.

Harold R. Fagerson, vice president in charge of sales, Borden's Chicago Milk Div., named sales director, Chicago-Central District.

Promotion
Merchandising
Coverage
Audience
ing to KMBC-TV

A SERIES of "refresher" luncheons was held in Chicago recently for agency and advertising people by Free & Peters Inc., radio-tv station representative, in connection with the Kansas City market, where F&P represents KMBC-TV. Participating in a luncheon March 22 were (l to r): William Tynan, tv sales manager, Free & Peters, Chicago; William Stanton, account executive, Campbell-Mithun Inc., and George Morgan, advertising manager, The Wander Co. (Ovaltine).

L. J. (Larry) Hubbard elected vice president, Doherty, Clifford, Steers & Shenfield, N. Y. Mr. Hubbard joined the firm in 1953 as director of research.

John F. MacKay, creative director and head of creative plans board, Anderson & Cairns, N. Y., elected vice president.

John F. W. McClure, assistant account group supervisor, National Biscuit Co. account, McCann-Erickson, N. Y., appointed vice president.

Walter Mead and **Marjorie Greenbaum,** copy supervisors, Dancer-Fitzgerald-Sample, N. Y., named vice presidents.

John T. Morris, director of marketing, F.&M. Schaefer Brewing Co., elected vice president. Also elevated to vice presidents were **Bruce W. Hackstaff,** director of plant and production, and **Eugene J. O'Connor,** general manager of Schaefer's Albany plant.

Norman R. Anderson, account executive, John W. Shaw Adv. Inc., Chicago, elected vice president.

C. G. Coburn, formerly senior public relations account supervisor, J. Walter Thompson, N. Y., named director of public relations, Pan-American Coffee Bureau.

Richard J. Pearson, advertising and sales promotion manager, Bireley's Div., General Foods, to Erwin, Wasey & Co., Los Angeles, as senior account executive.

Samuel S. Moody Jr., formerly with McCann-Erickson, N. Y., to Robert W. Orr & Assoc., N. Y., as merchandising director. **Estelle Mendelsohn,** formerly with Dancer-Fitzgerald-Sample, N. Y., to copy staff, same agency.

S. J. Niefeld, in charge of special research projects, Henri, Hurst & McDonald Inc., Chicago, appointed research director.

Maurice Umans promoted to creative director, Paris & Peart, N. Y. **Robert Shiels,** formerly with William Esty, named Paris & Peart copy chief. **Bee Hargrove,** formerly with Young & Rubicam, and **Adele Thomas,** formerly with Kenyon & Eckhardt, join as associate copy chiefs. **Michael Matera,** formerly with Hanly Hicks Montgomery, **Bob Reed,** formerly with Fletcher D. Richards, and **Don Torrone,** formerly with J. Walter Thompson, appointed associate art directors.

Robert Kroll, formerly with BBDO, to Warwick & Legler, N. Y., as tv copy supervisor.

Vivian McMurtrey Case, copy chief, Rhoades & Davis, L. A., and previously head of own Portland agency, to West-Marquis Inc., L. A., as copy chief.

John Fish returns to Walter McCreery Inc., Beverly Hills, as art director. He succeeds **James Buckmeyer,** now associated with Clark Ross Adv. Agency, St. Louis.

Jim Neiswander, formerly with WTVI (TV) Belleville, Ill. (St. Louis), to Olian Adv. Agency, St. Louis, as account executive.

Mal Thompson, production supervisor, Transfilm Inc., N. Y., to BBDO same city, as tv producer.

Edward Watson, formerly of CHAT Medicine Hat, Alta., to assistant radio-tv director, E. W. Reynolds Adv. Ltd., Toronto.

Donald W. Brown, formerly continuity director, KVTV (TV) Sioux City, Iowa, and KSOO Sioux Falls, S. D., to Allen & Reynolds, Omaha, Neb., as copywriter.

Beth Norman, former freelance radio-tv producer, San Francisco area, to Richard N. Meltzer Adv. Inc., L. A., as copywriter.

James O'Neil Jr., Continental Baking Co., N. Y., to Ted Bates & Co., same city, as account assistant.

Tom Quigley, commercial manager, CFCF Montreal, to MacLaren Adv. Ltd., Toronto.

Al Weinthal, promotion manager, CFCF Montreal, to radio-tv department, Harold F. Stanfield Ltd., Montreal advertising agency.

Robert Hunter Higgons, formerly account executive, Hicks & Greist, N. Y., named to similar position, Biow-Beirn-Toigo Inc., same city.

Ben Morris, promotion specialist, Lever Bros., N. Y., to marketing and sales development div., Grey Adv., same city.

George W. Morris, Erwin, Wasey & Co., N. Y., to BBDO, same city.

Jack Cummings, BBDO, N. Y., to media dept., Biow-Beirn-Toigo, same city.

Dan Regan, press dept., NBC New York, to publicity staff, Calkins & Holden, same city.

C. Stuart Mitchell, account executive, Compton Adv., N. Y., father of boy, C. Stuart III.

Alex Victor, account executive, Western Adv. Agency, father of boy, Barry, March 11.

Edward Rizzo, tv copy supervisor, Compton Adv., N. Y., and **Robert Van Buren,** artist, same agency, fathers of boys, March 20.

Paul Wickman, vice president for radio-tv, Western Adv. Agency Inc., L. A., resigns to become director of development, National Society for Crippled Children and Adults, Chicago.

Robert M. Watson, newly-elected vice president, Ruthrauff & Ryan, N. Y., will be guest speaker April 21 at Inside Advertising Banquet of Assn. of Advertising Men & Women, Hotel Biltmore, N. Y.

WFBM-AM & TV

INDIANAPOLIS

National Reps: The Katz Agency

Affiliated with WEOA, Evansville;
WFDF, Flint; WOOD AM & TV, Grand Rapids

The Flags Flew

This is Harry Martin, tv host with the most. He plows a full schedule of farm programs on Channel 6 in Indianapolis. His *Market Reports*, sponsored by Ralston Purina at noon daily, has the rapt attention of the agricultural set hereabouts (hereabouts includes 90,000 farm families in our coverage area).

A few weeks ago Purina offered, via Harry's show, a hundred mail box flags to the first hundred viewers whose letters or post cards had the earliest postmarks.

The single announcement brought 2,606 requests. The winners were all postmarked within two hours of the announcement. Martin's pulling power prompted Purina to discontinue the offer, which had been set for successive repeats.

***

Harry Martin was born on a farm which was bought from the government by one of his ancestors in 1826, ten years after Indiana became a state. It would take a Wabash Indian to claim earlier roots in Indiana. Pioneering's in his blood — Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (both for WFBM-TV) and keeps in touch with the soil via his suburban acres where he raises rutabagas and Indiana limestone.

Like all WFBM personalities, he also raises results for sponsors.

WYLIE OUTLINES 'FILM UNIVERSITY'

Author and 'Omnibus' story editor reveals adult education idea under consideration by DuMont and Columbia U. whereby college credits might be earned by viewers. Stations would be permitted to sell adjacent time spots to sponsors of programs.

A WEDDING of university-level institutions and tv film to spawn adult education on a mass basis via commercial stations is being proposed. As of last week, however, the merger had not occurred.

Prime mover of a "film university" is Max Wylie, author of *Clear Channels* and currently story editor of the *Omnibus* project of the Ford Foundation's Tv-Radio Workshop. Mr. Wylie, in an address before the National Television Film Council Thursday, reported on what he said were negotiations between DuMont and Columbia U.'s school of general studies. In sight, he indicated, was the use of DuMont's newly-developed combined live-film camera ("electronicam").

Mr. Wylie said educational institutions could program lecture courses toward degree credit on quality film for showing on commercial stations which would be permitted to sell adjacencies to sponsors. He likened the service to a film library. Viewers who wished to take examinations toward degree credit would pay enrollment fees.

Questioned on Mr. Wylie's assertions, both Columbia U. and DuMont spokesmen said they were premature. A meeting of Ted Bergmann, managing director of the DuMont Television Network; Dean Louis Hacker, Columbia U. school of general studies; Leon Levine, of Columbia's radio-tv department, and Mr. Wylie, had been held, they admitted, but no commitments were made.

It also was understood that DuMont considers this possible use of its live-film camera as only minor when compared to the more extensive plans it is about to take out of wraps. The latter have been hinted to extend from possibilities of "film library service" to film distribution via the network and to "servicing" of film companies.

Actually, the DuMont-Columbia talk, inspired and brought about by Mr. Wylie, explored the possibility of programming courses, probably on a live basis, on DuMont's owned and operated WABD (TV) New York. When mention was made of possible repeats—live or on film—for evening hours within a 48-hour period, Mr. Bergmann reportedly brought up the new DuMont-developed camera.

Columbia U. spokesmen point out that the school now has no plans for so extending its accredited adult extension courses, but should it wish to "experiment" it would be necessary first to obtain university council approval and then to find a way to defray production costs. There was an allusion to the possibility of a grant for this purpose.

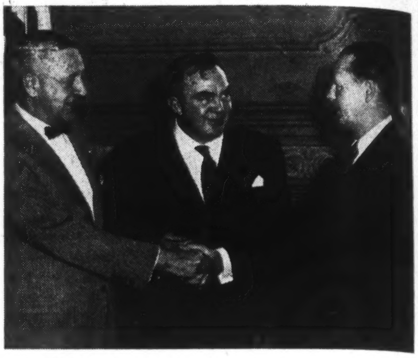
It also was reported that the Columbia-DuMont talk was in terms of programming at the end of this or at the beginning of next year.

Pickford Files New Suit Against Goldwyn for $50,000

ADDITIONAL suit for $50,000 has been filed by Mary Pickford against Samuel Goldwyn in the hassle over Goldwyn Studios. A new complaint, filed March 25 in Long Beach Superior Court, charges that in 1949 the court ordered the producer to remove everything from the property that belonged to him, individually, and to Goldwyn Productions Inc. She charges that, when he failed to do this within the allotted 30 days, the personal property, including sets, props and supplies, fell under her ownership. Damages are asked for Goldwyn's continued use of these assets without accounting to her.

Later last week Miss Pickford was denied an accounting of the rentals, which she had charged Mr. Goldwyn has failed to make to her since 1949. Superior Judge Paul Nourse ruled that the former actress had not been ousted from the studio by Mr. Goldwyn, as she alleged [B•T, March 28], and was therefore not entitled to an accounting.

Miss Pickford's new suit will be heard after the producer's $503,535 suit against her for a share of studio operation and maintenance has been settled.



A "MAYOR" helped a governor celebrate his birthday recently while visiting Springfield, Ill. The occasion was actor Thomas Mitchell's visit to promote his *Mayor of the Town* on WICS (TV) there. L to r: Thomas Staley, president of Staley Milling Co., Kansas City, which sponsors the film on WICS; Mr. Mitchell, and Gov. William Stratton. Mr. Mitchell, who also met with Staley dealers, was accompanied on the visit by Jack Dow, account executive, Bozell & Jacobs; Robert Riley, MCA-TV, and E. B. Corley, Staley div. sales mgr.

'Fairbanks' Sales Drive Starts

SALES drive for *Douglas Fairbanks Presents*, tv series available for first run in over 250 markets, will get underway today (Monday), George T. Shupert, president of ABC Film Syndication Inc., announced last week. The 78 half-hour episodes in the series were produced by Mr. Fairbanks for the Liebmann Breweries for telecast in approximately 12 markets where its Rheingold beer is sold. The dramas star Mr. Fairbanks in one out of every four episodes.

Merchandising material for the series includes a shopping guide which gives advertisers an opportunity to promote products in conjunction with the show. With the addition of the series, ABC Film Syndication now has five properties in syndication. The others are: *Racket Squad; The Playhouse; Kieran's Kaleidoscope,* and *Passport to Danger.*

FILM SALES

Standard Television, Beverly Hills, according to President **Bob Berger,** has closed deals for its 19-feature film package with the following stations: KGNC-TV Amarillo, KFJZ-TV Ft. Worth, WGBI-TV Scranton, WSPD-TV Toledo, WEWS (TV) Cleveland, WOW-TV Omaha, KMBC-TV Kansas City and XETV (TV) Tijuana.

Reid H. Ray Film Industries Inc., St. Paul, announces *Walt's Workshop,* filmed "how-to-do-it" series, has now been placed in its 34th market with sale to KGNC-TV Amarillo, Tex., for 52 weeks. Order was placed through Rosenwald-Krupp & Assoc.

FILM DISTRIBUTION

Sterling Television Co., N. Y., announced last week it has acquired tv distribution rights to all filmed properties of the **TeeVee Co.,** Beverly Hills. Sterling is preparing promotion kits for its new programming. Properties of TeeVee include *Tales of Tomorrow, This Is Charles Laughton, Invitation Playhouse, Little Theatre, Camera's Eye* and *Gigi and Jock.*

FILM PRODUCTION

Reah Productions has begun production on *I Spy,* new **Guild Films Co.** tv series, at **Parsonnet Studios,** Astoria, L. I., N. Y., under Guild Films supervision. The series, starring Raymond Massey, will cover 26 episodes tracing the adventures of famous spies and how they changed the course of history.

Charles Michelson Inc., N. Y., has completed 26 half-hour programs of *The New Adventures of Michael Shayne,* featuring **Jeff Chandler and** based on character created by **Brett Halliday,** and will place show on syndication market April 1.

FILM PEOPLE

Edward L. Koenig, Jr., formerly vice president, Vitapix Corp., named assistant to **Hal Roach, Jr.,** as coordinator for national and syndication sales, Hal Roach Enterprises, Culver City, Calif.

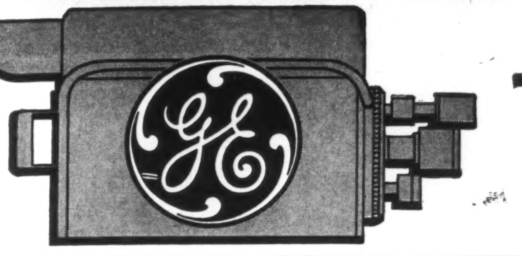
Robert Bernstein, formerly with the publicity dept., DuMont Television Network, to public relations staff, Guild Films Co., N. Y., reporting to Lou Shainmark, vice president.

Robert G. Reagan, public information office, U. S. Army, Fort Ord, Calif., to MCA-TV Ltd., film syndication div., as publicity manager for western div., with headquarters in Beverly Hills, Calif.

Judith Anderson, stage and motion picture star, signed last week with B-F Production Co., N. Y., for new one-woman tv dramatic series based on Bible. **Mark Van Doren,** poet, novelist and critic, will edit scripts. Settings for series will be supervised by **Donal Oenslager,** scenic designer. Music will be composed and conducted by **Jerome Moross.**

Peter Harhay, formerly wtih Texas Industrial Film Co., named film director, John Norman Productions, Houston, Tex.

Joe Hoffman, contract writer, Universal-International, and **David Stephenson,** assistant producer, ABC-TV *Cavalcade of America,* to Screen Gems Inc., Hollywood, as producers on NBC-TV *Ford Theatre* and upcoming *Celebrity Theatre,* respectively. **Tony Leader** signed by SG to direct 20 more half-hour films for the firm.



TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

WSJS CONVERTS TO COLOR—ALL G-E EQUIPPED

Station Leadership Advanced By Ease and Low Cost of Converting G-E Studio and Transmitter Units

Little more than a year after going on the air, WSJS Television of Winston-Salem, N. C., has not only attracted a major share of the television audience in Piedmont N. C. as measured by independent surveys, but also has scored a "first in color."

Harold Essex, Vice-President and General Manager of the station, says: "a large part of this leadership is due to the fact that viewers are pleased with the high-quality pictures WSJS transmits."

Ease *and low cost* of *converting to color* with G-E wins the praise of Phil Hedrick, operations manager for WSJS Television. He points out that very little modification was required in either studio or transmitter equipment for network color transmission... and that nine months after going on the air, WSJS Television became the first station in the Southeast to telecast a color program. The date—June 25, 1954; the program—NBC's first color film.

WSJS Television now originates a color pattern and plans to add other items to its present system for gradually entering the full range of color telecasting.

WSJS Television obtained the first 8-bay transmitting antenna built by G.E., plus the following major items in its all-G-E set-up: a transmitter, 2000 MC studio transmitter line, studio cameras, film cameras, slide projectors, switching, and other miscellaneous items.

Since its first telecast on September 30, 1953, WSJS Television has operated at 40,000 watts visual and 21.9 kilowatts aural effective radiated power.

Reports of good reception have come in from as far as 100 miles away, including letters from Charlotte and Goldsboro, N. C., and Roanoke, Virginia. Within the main coverage area are 24 counties with a total population of 1,303,700 and an estimated 245,000 TV sets.

In the center of this coverage lies North Carolina's "Golden Triangle" of Winston-Salem, Greensboro and High Point, with a total population of 367,000—larger than metropolitan Oklahoma City.

Looking back to that summer of 1953 when WSJS Television was getting primed to go on the air, Operations Manager Hedrick has nothing but praise for the *cooperation received from G-E Field Service and Field Engineers.*

"Those G-E men couldn't have turned in a more hard-working or faithful job if they had been on our own staff," Hedrick says. "We received FCC authorization on July 8. The first equipment came through on August 8; from then on the pressure was terrific to meet our deadline of September 30. We were mighty happy to have these G-E engineers sticking right with us on our night-and-day grind."

Commenting on the experience of this initial year, General Manager Essex says, "We knew we could rely on the G-E trademark as a symbol of superb quality and steady performance—tops in the industry. And that G-E equipment really came through for us in this past year with a minimum of difficulties. We're counting on General Electric in all our plans for the future, too."

Harold Essex (right) and Phil Hedrick (left), station executives read the interesting G-E booklet "Steps To Color" explaining easy, economical conversion to color TV.

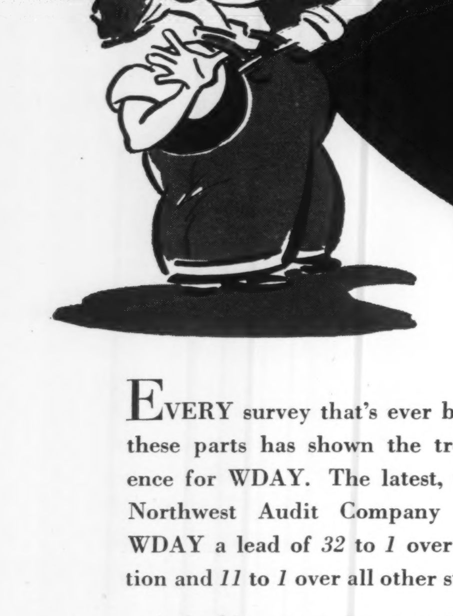
Bill Paschal, Bruce Fleming, Nick Reisenweaver in a portion of video control room.

WSJS Television

Two General Electric cameras to catch the loveliness of singer Jean Houston.

GENERAL ELECTRIC

91.7% of the rural families in our 41 counties listen MOST to WDAY!



THE CITY FAVORITE, TOO!

November, 1954, Hoopers for Fargo-Moorhead show that WDAY gets more than *three times as many day-time listeners* as the next station!

EVERY survey that's ever been made around these parts has shown the tremendous preference for WDAY. The latest, conducted by the Northwest Audit Company of Fargo, gives WDAY a lead of *32* to *1* over the next-best station and *11* to *1* over all other stations *combined!*

A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions. Each was asked, "To what one radio station does your family listen the most?"

Of the 1,681 replies, *1,541 said WDAY!*

The survey covered 41 counties in North Dakota, Minnesota and South Dakota, and gives you a good idea of the reception WDAY gets in this area. Get the facts from Free & Peters.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., *Exclusive National Representatives*

CONFERENCE TO FEATURE COST CUTS

NARTB engineering exhibit emphasis will be on cutting costs and improving facilities. Walker, Beville are in charge of arrangements.

NARTB's Ninth Annual Engineering Conference, meeting Wednesday-Thursday (May 25-26) during convention week in Washington, will show radio and tv stations how to cut operating costs and improve facilities, according to A. Prose Walker, NARTB Engineering Dept. manager. Chairman of the conference program committee is Ross Beville, WWDC Washington.

Conference discussion will be "geared to reality," Mr. Walker said, with engineering developments matched against FCC actions and policies as well as with station operation.

Multiplexing of fm, ways of increasing fm station income and problems of FCC bandwidth proposals will be considered. Remote control of high-power broadcast transmitters and directional antenna systems will be taken up in detail as well as modernizing of equipment to save space and money.

Television topics include color film, networking, color studios, boosters and satellites, proof of performance, high-power transmissions, microwave and low-power tv stations.

The opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside in the morning and will deliver the opening address. Mr. Walker will discuss developments in remote control and field tests of gear designed for high-power and directional stations. Philip Smaller, Ampex Corp. research engineer, will review automatic programming systems. Norbert L. Jochem, Gates Radio Co. engineering director, will speak on improved designs for broadcast audio equipment.

MR. BEVILLE

MR. WALKER

Use of transistors in remote amplifiers will be covered by Paul G. Wulfsberg, assistant director of engineering and research, Collins Radio Co. Thomas J. Merson, vice president of Audio-Video Recording Co., will talk on ways of improving tape and disc recording. Final talk of the morning session will be that of Everett S. Lee, technical public relations manager of General Electric Co., speaking on "The Engineer, The Builder."

Radio papers will be delivered in the afternoon of the first conference day by Dr. Leo L. Beranek, president of Bolt, Beranek & Newman, discussing acoustics measurements and studio re-design, and by Charles J. Starner, design engineer of RCA broadcast transmitter section, speaking on operation and economics of phase to amplitude modulation in am broadcast transmitters. Mr. Starner's topic involves use of receiving type tubes up to the final amplifying stage in transmitters, with savings in costs and space.

Two panels are scheduled the same afternoon. Mr. Walker will moderate a panel on fm broadcasting, covering its growing pains and expansion strains. Participants include John H. Bose, staff engineer, Electronics Research Lab, Columbia U.; William Halstead, president, Multiplex Development Corp.; Stanley Joseloff, president, Storecast Corp. of America, and Mr. Beville.

Impact of FCC bandwidth proposals on operating costs will be taken up by a panel headed by Robert E. L. Kennedy, of Kear & Kennedy. Panel members will be Ernest W. Pappenfus, assistant director, engineering and research, Collins Radio Co.; James O. Weldon, president, Continental Electronics Mfg. Co.; A. Earl Cullum Jr., consultant; Fred Damm, transmitter design engineer, Gates Radio Co.; Harold G. Towlson, manager, broadcast transmitter engineering, General Electric Co.; John E. Young, manager, broadcast transmitter engineering section, RCA; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co.

Glenn C. Boundy, engineering director of Storer Broadcasting Co., will preside at the morning session on Television Day, May 26. The morning agenda includes these papers: "Advancements in Color Film and Slide Programming," Fred F. Bartlett, Philco Corp. sales engineering supervisor, broadcast products; "Conversion of Iconoscope Chains to Vidicon Operation," Joseph W. Belcher, General Precision Labs; "General Characteristics of Color Television Displays," Bernard D. Loughlin, consultant, Hazeltine Corp.; "Network Transmission of Monochrome and Color Tv," James R. Rae, general methods engineer, AT&T; "A CBS-TV Color Studio," Robert B. Monroe, CBS-TV senior project engineer; "Integration of Color Equipment and Existing Monochrome Installations," by a panel including three men from the RCA broadcast transmitters section—Anthony H. Lind, manager, broadcast audio and tv projector engineering; Lannes E. Anderson, tv systems engineering, and Nils J. Oman, development engineer.

Design Problems

A three-man panel will take up problems of design, construction and operation. Dr. George Brown, RCA systems branch laboratory director, will cover design problems. Benjamin Adler, Adler Communications Labs, will handle construction. Eugene E. Overmeier, commercial engineering manager, Sylvania Electric Products, will speak on operations.

Presiding at the afternoon session will be James L. Middlebrooks, engineering director, KING-TV Seattle. Papers include: "A Review of Color Encoding Principles," Robert Deichert, of the color research department, Allen B. DuMont Labs; "Proof of Performance Measurements for a Vhf Tv Station," Richard K. Blackburn, WHEC-TV Rochester technical director, and Bernard C. O'Brien, WHEC-TV chief engineer.

Frank J. Bias, uhf supervisor, transmitter engineering, General Electric Co., will speak on the topic, "Achieving One Megawatt ERP at Uhf." Richard C. McLaughlin, assistant manager of communications products planning, Raytheon Mfg. Co., will discuss "Considerations of Microwave Installations." Final topic of the conference is "A Low-Power Television Station for $50,000," by F. Dan Meadows, general sales manager, and Joseph W. Alinsky, chief engineer, Dage Tv Div., Thompson Products.

THE Television Bureau of Advertising signs a pact with A. C. Nielsen Co. for audience and marketing data. L to r: T. R. Shearer, Nielsen vice president; Oliver Treyz, TvB president, and Dr. Leon Arons, TvB research director. TvB will use Nielsen coordinated audience and commodity sales data in promotion of the medium.

'JOURNAL' CHIDED BY SRA ON RADIO BILLING REPORT

T. F. Flanagan, managing director of Station Representatives Assn., criticizes omission of word 'network' in 'Wall Street Journal' headline on declining radio billings.

FAR from "fading," radio is booming. But if a newspaper is going to headline a story on declining billings in radio, it should specify that it is talking about network radio, which is only a segment of the radio business. This is the gist of a letter sent to *The Wall Street Journal* by T. F. Flanagan, managing director of Station Representatives Assn., in protest to a front page article apearing in that paper March 21.

That story was headlined as "Fading Radio." However, the article dealt with only the network phase, particularly on declining radio network gross billings and the prospect of drastic revisions such as that being proposed by NBC Radio in its planning of "Operation Redesign."

The sub-head of the story read, "Listener and sponsor desertions spur some sharp reshufflings." Mr. Flanagan emphatically pointed up that the headline would have been nearer accurate if it had said "Fading Network Radio" and if the word "network" again had been inserted between "sharp" and "reshuffling" in the sub-head. Network time sales make up only the smallest of the three segments of radio business, Mr. Flanagan said, identifying the three as network, national spot and local retail.

Mr. Flanagan said that local retail business in radio is estimated to have shown a slight increase in 1954 over the previous year and that national spot "at the best estimates" maintained its 1953 level in 1954. In 1953, he said, network grossed about $92.8 million, national spot, $129.6 million and local, $249.5 million. He said the wide differences in the volume of the three "would completely change your story. There was nothing in your . . . article which would indicate to businessmen that there are other sections of radio than network." "Network is only the tail of the radio business, and although the advertisers are chopping off a little piece of the tail from time to time, the animal is still very healthy," Mr. Flanagan said.

While his letter pressed the differences between network, local and spot, the SRA spokesman later emphasized that his letter was not meant in any way to disparage network radio. On the contrary, he said, representatives hope to see network radio grow. He explained that successful spot advertisers become prospects for network radio, and that, conversely, successful network sponsors may also go into spot. What it narrows down to, he said, is that use of radio by any of the advertisers is advantageous to the medium and, in the long run, advantageous to each of the three types.

Mr. Flanagan told the *Journal* that it "could just as well have published a headline which said 'Radio is Booming'." He said this is so "in spite of all the inaccurate ratings that are published (the top researchers agree that radio is now so universal that it is too costly to measure completely). . . ."

To emphasize radio's "boom," Mr. Flanagan included in his letter data on automobile radio, out-of-living-room, and teen-age listening; figures on radio stations licensed and in operation, and radio sets in use. He summed up: "In fact, radio listening is on the increase, with a different pattern of personal individual listening to programs transmitted from 12 to 24 hours a day on radio stations."

Mississippi Broadcasters Consider Code of Ethics

PROPOSED code of ethics to guide broadcasters has been submitted to the membership of the Mississippi Broadcasters Assn. It was drawn up by Wiley Harris, WJDX-WLBT (TV) Jackson, as chairman of a special committee. Mr. Harris was presented a lifetime membership in MBA, along with Charles J. Wright Sr., WFOR Hattiesburg.

New officers elected at the meeting, held last month in Vicksburg, were Ed Wilkerson, WSLI Jackson, president; Ray Butterfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

The membership voted to amend its rules to permit member stations to pick whichever football games it wishes to broadcast, with fees fixed by the executive committee. The football committee has arranged broadcasts of college football games.

NEW OFFICERS of the Mississippi Broadcasters Assn. are greeted by Bob Evans, WELO Tupelo, past president, at the March meeting. L to r: Ed Wilkerson, WSLI Jackson, president; Mr. Evans; Ray Butterfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

NARTB Arranging Program For Wives at Convention

SPECIAL PROGRAM for entertainment of wives of radio-tv station executives attending the NARTB convention May 22-26 in Washington has been arranged by the association. With over 2,500 delegates expected, plans are being made for approximately 500 wives.

The program will include a May 24 noon fashion show and luncheon in the Shoreham Blue Room. Door prizes and favors will be presented. A Wednesday feature will be a daylight cruise aboard the *SS Mount Vernon,* which has been chartered for the trip. The ship will leave at 9:30 a.m., cruising to historic Mount Vernon. The return voyage includes luncheon.

The women's program is being prepared by an arrangements committee, with Mrs. Harold E. Fellows, wife of the NARTB president, as chairman.

Serving with Mrs. Fellows are Mrs. Ralph W. Hardy and Mrs. John F. Meagher, wives of the respective vice presidents for government relations and radio.

The following women serving on the hostess committee are wives of NARTB Convention Committee members: Mrs. Henry B. Clay, KWKH Shreveport, La.; Mrs. Clair R. McCollough, WGAL-TV Lancaster, Pa.; Mrs. Campbell Arnoux, WTAR-TV Norfolk, Va.; Mrs. Kenyon Brown, KWFT Wichita Falls, Tex.; Mrs. Kenneth L. Carter; WAAM (TV) Baltimore; Mrs. E. K. Hartenbower, KCMO Kansas City; Mrs. James H. Moore, WSLS Roanoke, Va.; Mrs. Frank M. Russell, NBC Washington; Mrs. Ben Strouse, WWDC Washington.

NARTB staff liaison is being handled by Frank Riley, assistant manager of publicity and informational services, and Mrs. Louise K. Aldrich, librarian.

More Station Editorials Foreseen in Fellows Talk

TREND toward more broadcasting of station opinion on public issues was seen by Harold E. Fellows, NARTB president, in an address to the American Academy of Political & Social Sciences meeting April 1 in Philadelphia.

Mr. Fellows recalled the history of the FCC's Mayflower decision and its "raised eyebrow" doctrine against expression of political opinion. The decision was abolished three years ago, with the FCC saying, in effect, "You may editorialize but you must give equal opportunity for reply by those holding opposite viewpoints."

"Is even this freedom?" he asked the political science group. He noted similar restrictions are not applicable to printed media and added, "We cannot proceed from the argument that broadcasters are less responsible than publishers, particularly in view of the fact that licensees are so thoroughly examined as to their personal, financial and civic capacities before they are franchised."

Mr. Fellows said he separated the editorial function of the station from that of the commentator or analyst, and said most successful broadcasters try to balance commentaries to reflect every opinion. He said he does not believe broadcasters "will waver in their obligations to the people to report fairly and comment freely."

RAB 'Best Sale' Trophy Won by WEBR Buffalo

TROPHY for "Best Sale of the Month" was awarded for January to WEBR Buffalo, N. Y., Kevin Sweeney, president of Radio Advertising Bureau, announced last week.

WEBR's winning effort was the sale of 25 programs weekly to Delgato Appliance Inc. in Buffalo. The station's sales team in this effort included Bill Doerr, general manager; Carl Kirchhofer, sales director, and Robert Bartemus, account executive. Agency was Ellis Adv., Buffalo. All the programs were sold on a five-day-a-week basis.

Second place in the contest went to Neal Robbins of WKYW Louisville, Ky., who brought a new account into radio (Tri-City Automotive Wholesalers Assn. on behalf of its Certified Automotive Service Budget Plan).

Sale of five 15-minute programs to a group of trailer dealers won Lou Gadeke of KGA Spokane, Wash., third place.

RAB said entries based on March sales will be received at its headquarters—270 Park Ave., New York—up to April 15.

Kentucky Broadcasters Make First Annual 'Mike' Awards

TRIBUTE was paid to nine persons for service to Kentucky Broadcasters Assn. at the annual KBA meeting held March 29 in Louisville, starting an annual presentation of "Kentucky Mike" awards. In the future the awards will be limited to one or two a year.

Gilmore Nunn, WLAP Lexington, KBA first vice president, announced the award winners, including Carl Haverlin, BMI; Sol Taishoff, editor and publisher of B•T; F. E. Lackey, WHOP Hopkinsville, NARTB District 7 director; Hugh O. Potter, WOMI Owensboro, KBA secretary-treasurer; Ray Livesay, WLBH Mattoon, Ill., and Bill Ladd, radio editor, *Louisville Courier-Journal.* Messrs. Haverlin and Livesay were speakers at last week's meeting.

KBA's autumn meeting will be held Oct. 13-14 in Lexington. The 56 stations that took part in the month-long KBA safety campaign in March carried an estimated 17,000 announcements, along with programs. Col. Charles C. Oldham, commissioner of state police and chairman of the governor's coordinating traffic safety committee, praised efforts of broadcasters to reduce accidents and said the rising death rate appeared to have been arrested.

Ill. News Groups Discuss Libel, Equal News Access

EQUAL ACCESS to news for all media and a discussion of libel proposals before the Illinois and Indiana state legislatures highlighted back-to-back freedom of information clinics of the Illinois News Broadcasters Assn. and Associated Press in Springfield Friday and Saturday (April 1-2).

INBA, the Illinois Broadcasters Assn. and Sigma Delta Chi, national professional journalism fraternity, sponsored the AP freedom of information clinic.

Sen. George Drach, Illinois Senate majority whip, followed up his talk before the Illinois Broadcasters Assn. March 25 with a plea Saturday for INBA support of his proposed bill to liberalize libel laws with respect to statements uttered by political candidates. His proposal would cover both civil and criminal libel under Illinois law. It would protect broadcasters against civil as well as criminal damages. A report was given on a bill in Indiana which was passed and vetoed.

The AP clinic involved discussions of news at the police, FBI, sheriff and other enforcement levels and contacts with the Army and Navy. Basil L. Walters, executive editor, *Chicago Daily News,* was scheduled to preside over the opening session, which included William Small, WLS Chicago and INBA head, as a panelist. Robert Guess, news director, WLBH Mattoon, appeared on another panel.

Rep. Paul Simon, Illinois legislature member

The NEW GATES DYNAMOTE

For TWENTY years
America's leading
Remote Equipment

L1
OFF
L2
GATES
L1
AMP
L2
CHAN-1
CHAN-2
CHAN-3
CHAN-4
MASTER

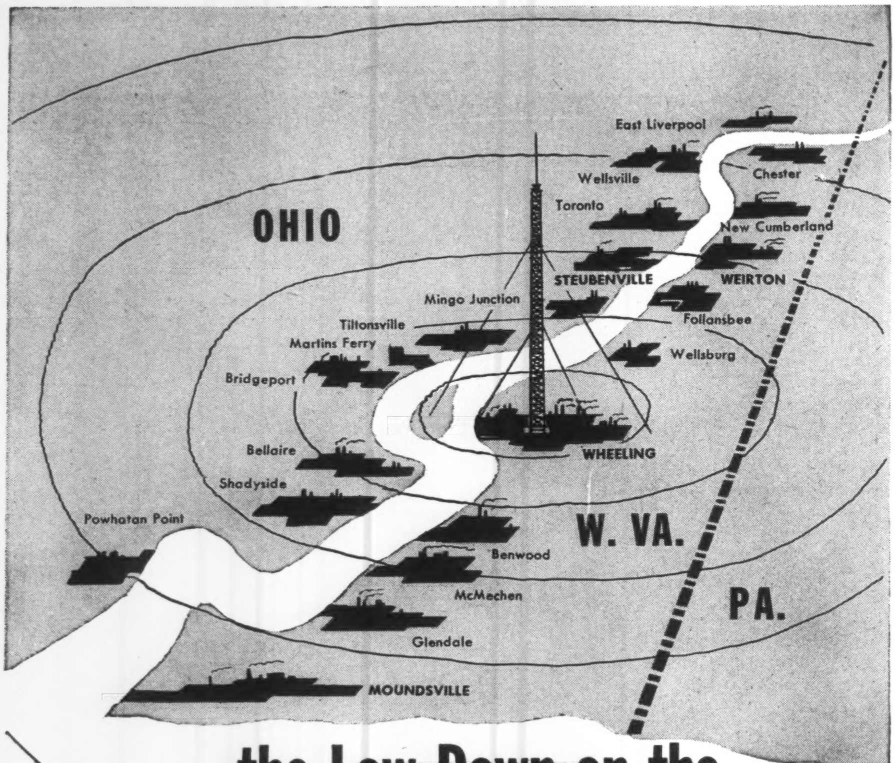
Now!

- Slenderized for T.V.
- Printed circuit for Greater Reliability.
- Lightest Weight Multi-Channel Ever Built.
- 100% New Throughout.

Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. — The Dynamote is new ALL THE WAY. — Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. — Full details on request.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.



...the Low-Down on the UPPER OHIO VALLEY!

Wheels are whirring in the Wheeling-Steubenville market—aptly called "the rich Ruhr Valley of America." This is a major market with an abundance of natural resources and fuel; a plentiful supply of manpower has attracted and continues to attract more big industry.

The industry is diversified, including steel, steel fabricating, chemicals, pottery, glassware, paint, toys, tobacco and textiles.

Smart advertisers have learned the best medium to reach this rich market effectively and at the lowest cost per thousand is WTRF-TV, Wheeling, West Va. Within its coverage area there are 397,000 families consisting of 1,399,800 people, owning 304,778 television sets. The combined annual spendable income of this market is $1,980,105,000 or an average of $5,631 per household, $357 more than the national average.

WTRF-TV operates with 316,000 watts on channel 7, broadcasting 120 hours of programming a week including top NBC and ABC shows, supplemented by local originations of widespread interest. Every Telepulse survey made in the Wheeling-Steubenville area has given WTRF-TV a sweeping majority, the latest indicating that 63.5% of the tuned in audience between 12 noon and midnight dialed channel 7.

When planning any television campaign intended to penetrate the major markets of America, remember the "Ruhr Valley of America" and the best medium to reach it—WTRF-TV. For availabilities call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

These are but a few of the national and internationally known enterprises located in the Wheeling-Steubenville Area:

Bloch Bros. Tobacco Co.
Columbia Southern Chemical Corp.
Continental Foundry & Machine Co.
Follansbee Steel Corp.
Fostoria Glass Co.
Hammond Bag & Paper Co.
Harker Pottery Co.
Hazel-Atlas Glass Corp.
Wheeling Machine Products Co.
Imperial Glass Corp.
Kaiser Motors Corp.
Louis Marx Toy Co.
National Analine
J. L. Stifel & Sons, Textiles
Sylvania Electric Products, Inc.
U. S. Stamping Co.
Weirton Steel Co.
Wheeling Corrugating Co.
Wheeling Steel Corp.

WTRF-TV
Channel 7 316,000 Watts
WHEELING, WEST VIRGINIA
Equipped for network color

and publisher of the *Troy* (Ill.) *Tribune*, discussed his "Right to Know" bill, which some newsmen questioned as impractical because of certain reservations. It proposes to open all meetings of legislative bodies and local agencies to all media.

INBA was scheduled Saturday to adopt a resolution praising Illinois State Sen. T. Mac-Downing for opening up the Ill. Senate Judiciary Committee sessions to broadcast recording and camera coverage [B•T, March 28, 21]. It also was slated to choose a board replacement for the late Brooks Watson, news director of WMBD Peoria.

Among scheduled speakers Saturday were Harold Dewing, WCVS Springfield, IBA president; Glen Farrington, WTAX Springfield, and Al Rowe, WSOY Decatur.

RTES Panel Analyzes Religious Programming

DIVERSIFICATION of religious programming was stressed in a panel discussion Wednesday on "Religion on Radio and Tv" during a workshop luncheon in New York by the Radio & Television Executives Society.

Speakers included Dr. S. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ, U. S. A.; Rabbi Bernard Mandelbaum, Jewish Theological Seminary, program and script supervisor for the Jewish portion of *Frontiers of Faith*, and Richard Walsh, director of tv, National Council of Catholic Men. Albert Crews, tv director of the Broadcasting & Film Commission, was moderator.

Mr. Walsh acknowledged that sponsorship of religious programming, such as Bishop Sheen's *Life Is Worth Living* on DuMont, may be the partial answer to the current "problem" and need of church groups for additional network time. He also said local religious programming is not as extensive on tv as in radio because of the higher production cost involved. Each speaker noted, however, that they are making use of, or plan to use, tv film for local distribution.

Dr. Mack said two yardsticks for religious programming were (1) it must be good, and (2) it must also be acceptable to church "constituents."

Dr. Mack said that much experimentation is being done in programming, particularly in tv, in the process of learning more about methods of using the broadcast media. He said the commission is encouraging such experimentation on the local level, asserting that it is generally recognized that the "future of religious broadcasting" rests in the local community.

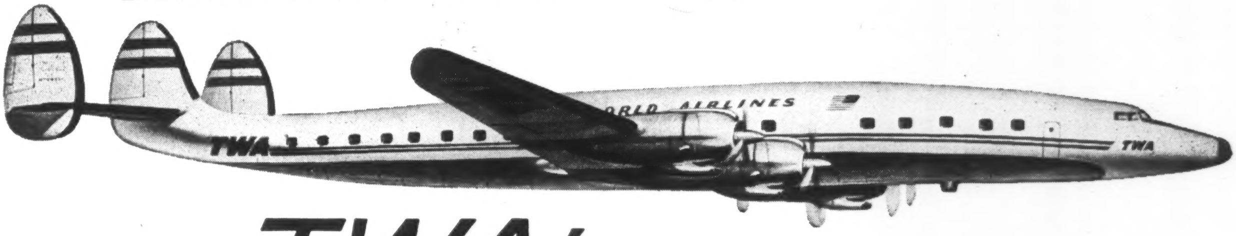
Rabbi Mandelbaum reviewed the seminary's experience with the broadcast media, asserting that it has been concerned more with the form that religious radio should take. He said that program development has arrived at the point wherein the dramatic presentation is the most effective in keeping the message general and the best in "getting the point across."

NARTB Am Members 1,200, Total Enrollment 1,916

AM STATION membership of NARTB has passed the 1,200 mark as a result of the current campaign to enroll stations, according to President Harold E. Fellows. Total membership, 1,916, now includes 1,201 am stations, 326 fm stations, 265 tv stations, three radio networks, four tv networks and 117 associates.

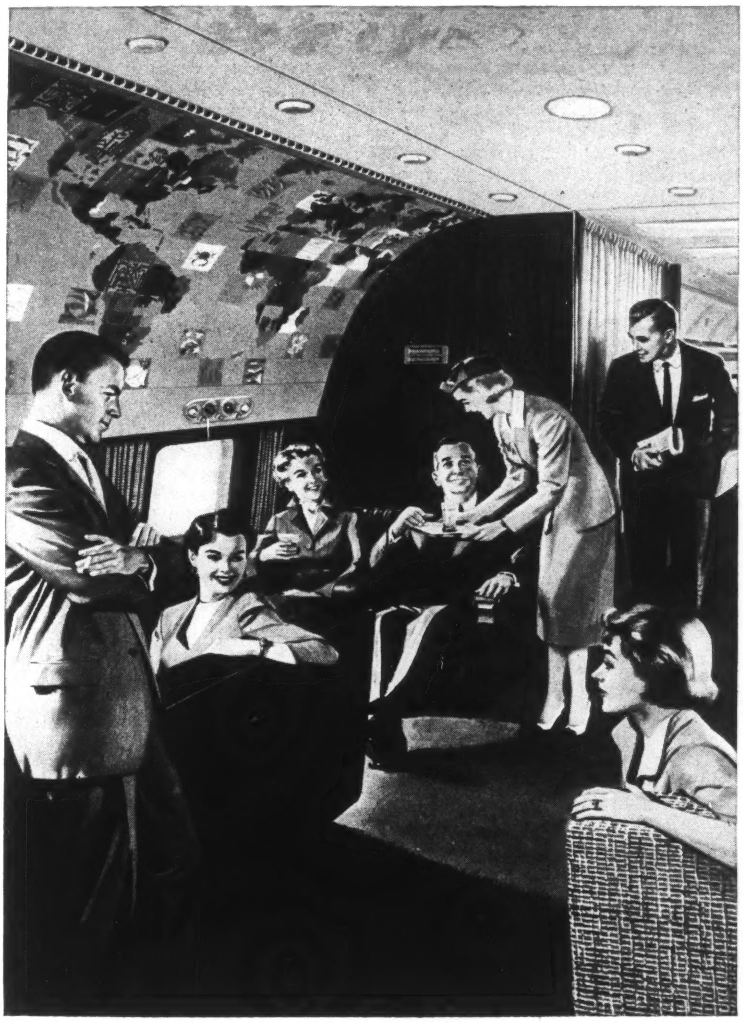
The campaign is under direction of Richard M. Brown, KPOJ Portland, Ore., chairman of NARTB's Membership Committee. William

DISCOVER A NEW HIGH IN AIR TRAVEL...



TWA's great new SUPER-G CONSTELLATIONS

LARGEST MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

Created by Lockheed especially for TWA!

Powered by Curtiss-Wright's newest Turbo-compound engines!

Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines:

Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES
U.S.A.-EUROPE-AFRICA-ASIA

K. Treynor, station relations manager, heads the staff team comprising Jack Barton, assistant manager, and William Carlisle and Al King, field men. The campaign began in mid-February and will last through early May. District directors are directing teams in each state.

On the membership group, besides Chairman Brown, are Kenneth L. Carter, WAAM (TV) Baltimore; Cy Casper, WBBZ Ponca City, Okla.; Henry B. Clay, KWKH Shreveport, La.; John Esau, KTVQ (TV) Oklahoma City; Lester L. Gould, WJNC Jacksonville, N. C.; J. Frank Jarman, WDNC Durham, N. C., and F. Ernest Lackey, WHOP Hopkinsville, Ky.

Godfrey, Nelson, Haase Elected to New AAAA Posts

APPOINTMENTS of Kenneth Godfrey and August Nelson as vice presidents of the American Assn. of Advertising Agencies and Walter Haase as executive secretary-treasurer were announced last week by Frederic R. Gamble, president. The appointments have been approved by the operations committee of the AAAA board of directors.

Messrs. Godfrey and Nelson had been senior executives on the staff at AAAA headquarters in New York. Mr. Haase formerly was assistant secretary-treasurer.

Richard L. Scheidker and Richard Turnbull continue as AAAA vice presidents, appointed in 1948.

Nat'l. Audience Board Sets Tv Commercials Award Unit

STRUCTURE to review tv commercials and make periodic awards to advertising agencies and broadcasting firms was set up in Hollywood last week by the National Audience Board, civic group which recently established a previewing and reviewing system for tv programs [B•T, March 14].

A commercial awards advisory committee, consisting of representatives of 22 local and regional civic and cultural groups, will hear and vote on selected commercials submitted to it.

TRADE ASSN. PEOPLE

Sidney Justin, resident counsel, Paramount Pictures, Hollywood, elected president, Los Angeles Copyright Society, organization specializing in radio-tv, motion picture, entertainment copyright law. Also elected were **Frank H. Ferguson,** resident counsel, 20th Century-Fox, vice president, and **Melville B. Nimmer,** Paramount attorney, secretary-treasurer. Elected to board of trustees: **George W. Cohen,** outgoing president; **Louis E. Swarts; Joseph S. Dubin; C. E. Erkel; Richard W. Jencks; Gunther Lessing; Robert Myers, George F. Wasson Jr.,** and **Laurence M. Weinberg.**

H. B. Price Jr., president, National Appliance & Radio-Tv Dealers Assn., to address luncheon meeting of Rocky Mountain Electrical League at Denver Press Club April 18.

Harold Adamson, Milton Ager, Harry Akst, George Antheil, M. K. Jerome and **Bronislau Kaper** named by nominating committee, American Society of Composers, Authors and Publishers (ASCAP), to run for three-year West Coast committee terms against incumbents **L. Wolfe Gilbert, Johnny Green, Jimmy McHugh, Leo Robin, William Grant Still** and **Harry Warren,** all automatically renominated.

FCC INITIATES FIRST MOVE TOWARD DE-INTERMIXTURE

Comments asked on proposal to de-intermix in four cities: Evansville, Hartford, Peoria and Madison, which would become all-uhf. Hennock's dissent claims de-intermixture should get full study.

FIRST move toward possible tv de-intermixture —making a city all vhf or all uhf—was taken by the FCC last week.

It issued notices of rule making calling for comments on four proposals to de-intermix—Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill.

The proposals also involve Providence, R. I.; Hatfield, Ind., and Rockford, Ill.

None of the four cities has vhf stations operating within their boundaries or granted at present.

Proposals to de-intermix in all four communities call for the switch of the educational reservation from uhf to the single vhf channel, making each of them all-uhf, commercially.

Hearings among competitive applicants for each of the single vhf channels in the four cities have been held. In three instances, an initial decision has been issued.

In all four instances, proposals to de-intermix had been denied once by the Commission, but in each case petitions for reconsideration were on file.

The orders call for comments by May 2 with replies due 10 days later. The FCC said it will hold oral arguments after the comments and replies are received.

FCC Comr. Frieda B. Hennock dissented to each of the actions. She declared that de-intermixture was a national problem and should be the subject of a full study. She called for a "nationwide reallocation plan," as she has done before.

In other de-intermixture areas, the Commission also last week called for comments by April 29 on a Louisiana Board of Education proposal to shift the educational reservation from ch. 43 to unsought ch. 13 in Monroe, La.

Move Follows Comment To Senate

The FCC's move came three weeks after it told the Senate Commerce Committee that it was considering "selective" de-intermixture. This was in its response to the Plotkin and Jones reports [B•T, March 21].

Still pending before the Commission are petitions asking for de-intermixture of New Orleans and Baton Rouge, La.; Corpus Christi, Tex.; Albany-Schenectady-Troy, N. Y., and Lexington, Ky.

In asking for comments, FCC specified similar issues in each case. These involved:

- Grades A and B contours of presently operating uhf stations and of the proposed vhf stations.
- Number of families receiving service from operating and proposed stations, including fringe homes.
- Number of receivers, including those able to receive uhf.
- Time spent by viewers watching stations outside the service areas of the four cities.
- Areas and populations which would lose service by the change in allocation.
- Information regarding network affiliations and use of network programs, contract terms, possibilities of uhf stations retaining network affiliation in event vhf station begins operating.

Evansville is allocated chs. 7, 50, 56 and 62. Ch. 7 is being sought by Evansville Tv Inc., WGBF and WEOA of that city. Last October an initial decision was issued favoring Evansville Tv Inc. Ch. 50 is held by WEHT (TV) Henderson, Ky. (in the Evansville market area), which is the CBS affiliate. Ch. 62 is held by WFIE (TV) Evansville, affiliated with NBC, ABC and DuMont.

Petition of the two uhf stations to shift the educational reservation to the vhf channel was filed last fall. Early this year, the FCC denied the petition following objections by the three vhf applicants. Early in February, a petition for reconsideration was filed by the two uhf stations, which also suggested that ch. 9 be deleted from Hatfield, Ind., and replaced by ch. 14 from Henderson, Ky. Hatfield's ch. 9 is sought by WVJS and WOMI Owensboro, Ky., with hearing closed last January.

Hartford is allocated chs. 3, 18 and 24. Ch. 3 is the goal of two applicants, WTIC Hartford and Hartford Telecasting Co. No initial decision has yet been issued. Ch. 18 is held by WGTH-TV Hartford, the ABC and DuMont affiliate. Educational ch. 24 is held by the Connecticut State Board of Education.

Four Connecticut River Valley uhf stations last October asked that the Hartford educational reservation be switched from ch. 24 to ch. 3. They are WGTH-TV; WKNB-TV New Britain, NBC affiliated; WHYN-TV and WWLP (TV) Springfield, Mass., the CBS and NBC-ABC affiliates, respectively. The FCC denied this proposal last December and in January the four uhf stations asked for reconsideration. The two vhf applicants opposed this move.

Three weeks ago, ch. 16 WNET (TV) Providence, R. I., petitioned the FCC to move Hartford's ch. 3 to Westerly, R. I., 35 miles outside of Providence. The CBS and ABC affiliated uhf station has been in litigation with the FCC involving its protest against the grant of Providence's ch. 12 to WPRO-TV there. The case is scheduled to be argued in the Court of Appeals in Washington today (Monday). Providence also has pre-freeze ch. 10 WJAR-TV, affiliated with all four networks.

The Providence station's proposal was opposed last week by Hartford ch. 3 applicant WTIC.

Madison Channels Surveyed

Madison is allocated chs. 3, 21, 27 and 33. Ch. 3 is the object of a hearing between WISC of that city and Badger Tv Co. An initial decision in favor of Badger was issued in August 1954. Ch. 21 is held by educational WHA-TV. Ch. 27 is held by WKOW-TV, affiliated with CBS. Ch. 33 is held by WMTV (TV), affiliated with NBC, ABC and DuMont.

Petition to move the educational reservation from ch. 21 to ch. 3 was filed a year ago by WKOW-TV. It was denied last fall, and in February WKOW-TV asked for reconsideration. The vhf applicants opposed the petition.

Last week, ch. 39 WTVO (TV) Rockford, Ill., asked the FCC to move ch. 3 from Madison and assign it to Beloit, Wis., 15 miles from Rockford. WTVO also asked that it be permitted to move to Beloit using ch. 3. The Rockford station said it lost $100,000 in 1954. It competes with ch. 13 WREX-TV in Rockford. WTVO is affiliated with NBC and DuMont; WREX-TV with CBS and ABC.

If the Commission cannot move ch. 3 to

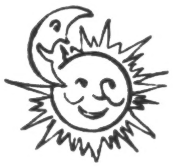
In Detroit...the Town that's Baseball Batty

WKMH

broadcasts the Play-by-Play

account of all

DETROIT TIGER GAMES



NIGHT and DAY
at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

The Community Stations
KNORR Broadcasting CORP.

WKMH

Dearborn—Detroit

FREDERICK A. KNORR, Pres.
GEORGE MILLAR, Mg. Director

Represented by Headley-Reed

Beloit, WTVO said, then ch. 13 should be moved to Aurora or Elgin, Ill., and ch. 51 should be added to Rockford.

Peoria is allocated chs. 8, 19, 37 and 43. Ch. 8 is in contest between WIRL and WMBD Peoria, with an initial decision outstanding in favor of WIRL.

Ch. 19 is held by WTVH-TV, the CBS and ABC affiliate. Ch. 43 is held by WEEK-TV, affiliated with NBC and DuMont.

The two uhf stations suggested last September that the educational reservation be switched from the uhf ch. 37 to ch. 8. In November last year the Commission denied this, and in December the uhf outlet filed for reconsideration. The two vhf applicants filed objections.

Latest de-intermixture petition was filed last week by WICS (TV) Springfield, Ill. Operating on ch. 20, NBC affiliated, the Springfield station suggested that the educational reservation be changed from a uhf channel to the sole vhf channel allocated there. Springfield is allocated chs. 2, 20 and 66, with the last reserved for educational use. Two competing applicants for Springfield's ch. 2 are Sangamon Valley Tv Corp. and WMAY-TV Inc. The former was favored in an initial decision issued last December.

The move, WICS said, would make all of central Illinois uhf, tieing in with the Peoria petition. If that cannot be done, WICS said, then ch. 2 should be added to St. Louis and ch. 41 should be used in Springfield.

Roanoke Vhf Grant Finalized; Flint Stay Petitions Denied

FINAL decision to grant ch. 7 at Ronoake, Va., to Times-World Corp.'s WDBJ there, was announced by FCC last week, making it the second vhf station in that market. Already operating is ch. 10 WSLS-TV, ABC and NBC affiliate.

Grant of ch. 7 to WDBJ was made possible by the dismissal of a competitive application by WROV Roanoke. WDBJ bought the tv assets of defunct ch. 27 WROV-TV for $245,000.

In other tv hearing actions, FCC turned down petitions by WFDF Flint, Mich., and W. S. Butterfield Theatres Inc. which requested reargument and stay of the Commission's final decision of May 14, 1954, granting ch. 12 at Flint to WJR Detroit.

Oral argument was scheduled for April 25 on an examiner's initial decision to grant ch. 29 at Canton, Ohio, to Tri-Cities Telecasting Inc. The examiner proposed denial of competitive bids by WHBC and WCMW there.

COMMENTS SOUGHT ON FCC'S PROPOSAL TO PERMIT CO-CHANNEL UHF BOOSTERS

FCC plan is another move towards bolstering uhf development. May 20 has been set as deadline for comments.

MOVING in still another area to spur uhf development, FCC last week called for comments by May 20 on a new proposal to authorize co-channel uhf booster stations to fill in the shadow areas of the parent uhf station. FCC's term for a booster is "amplifying transmitter."

The Commission concurrently proposed de-intermixture of uhf and vhf channels in four principal markets in an effort to remedy uhf's ills (story, page 64). Last week it also was receiving comments on its proposal to allow low-power tv stations (both uhf and vhf) in small cities (story page 69).

Already in effect is FCC's policy to consider on a case-by-case basis applications for satellites. While a booster outlet would operate on the same channel as the parent station and is intended for uhf only, the satellite operates on a different channel, usually that already allocated to the area in which the satellite is located, and may be either uhf or vhf.

To help determine whether its rules should be amended to allow booster operation, FCC requested comments on booster equipment and costs, any effect on color or monochrome transmissions, minimum separations between boosters and parent or other transmitters, interference safeguards, plans of proponents, hours of operation, remote control operation and other technical considerations.

In its notice, FCC said it "has been concerned with how it can best insure the fullest development of the television industry's potentialities in line with the needs and desires of the American public and the abilities and ingenuity of the American broadcasters.

"The Commission has noted in this connection that there are substantial obstacles presently hindering the bringing of a first television service to many small communities as well as the expanding of multiple, competing services in larger economic and population centers. One of the major obstacles is the failure of uhf stations, thus far, to become fully integrated with established vhf stations into an economically sound, nationwide television service."

The Commission cited its preliminary report on uhf to the Senate Interstate and Foreign Commerce Committee [B•T, March 21] concerning specific actions "calculated to enhance the potentialities for television's growth within the existing allocation system. The Commission expressed its view that the only practicable course of action lies in doing what is possible to promote the present allocation plan utilizing both vhf and uhf channels."

FCC explained that compared with vhf, "the signals from uhf transmitters have less tendency to fill in areas which are not in direct line of sight with the transmitting antenna. Consequently, there are areas which, although lying within the area that would normally be served by a uhf station, are effectively 'shadowed' by intervening terrain and are thereby deprived of service.

"One means of providing uhf television coverage in such shadow areas may be the use of amplifying transmitters operating on the same channel as the main transmitter and dependent upon the main transmitter for the generation of carrier frequencies and modulation."

The notice related successful booster experiments conducted at Vicksburg, Miss., by RCA in conjunction with ch. 25 WJTV (TV) Jackson, Miss. [B•T, Aug. 30, 2, 1954]; Adler Communications Labs., at Waterbury, Conn. [B•T, Dec. 20, 1954]; Sylvania Electric Products Inc. at Emporium, Pa. [B•T, Sept. 21, 1953], and WSM-TV Nashville at Lawrenceburg, Tenn. [B•T, June 7, 1954; Nov. 9, 1953].

FCC also observed that the Radio-Electronics-Television Mfrs. Assn., has established a committee to study the general problem and has submitted an interim report.

The Commission said it desires that the comments submitted in the proceeding present information and data with respect to the following aspects of amplifying transmitter operation:

(a) Complete technical data with respect to amplifying transmitters and associated equipment and operation, including full information as to the complexity and dependability of amplifiers, antennas, etc.

(b) Data with respect to the extent, if any, of the degradation caused by operation of amplifying transmitters on color or monochrome signals and what changes, additions or deletions would be required in the Commission's rules to establish minimum separations (1) between the amplifying transmitters and the main transmitters; (2) between amplifying transmitters of the same main station; (3) between amplifying transmitters of different main stations, both co-channel and adjacent channel; and (4) between amplifying transmitters of one station and the transmitters of a station not having amplifying transmitters.

(c) Data relating to the cost of equipment for such operation, including installation and maintenance.

(d) Information with respect to the technical specifications required to assure that only the authorized television channel would be amplified by the amplifying transmitters.

(e) Information as to the technical specifications required to assure linear rebroadcast of the signal and to protect against the radiation of spurious signals resulting from internal cross modulation or self oscillation.

(f) Information with respect to plans and proposals of interested persons who intend to engage in such operation.

(g) What hours of operation should be required of amplifying transmitters?

(h) Whether amplifying transmitters should be permitted to operate unattended; and if so, under what conditions.

(i) What is the maximum distance from the main transmitter that amplifying transmitters should be permitted?

(j) What minimum power and antenna height requirements should be established for amplifying transmitter operation?

(k) What requirements should be provided for

Indians Had TeePee, Not TeeVee

NATIONAL parks may have fine tv sites, but raising towers there can wreck imagination of youngsters wanting to re-live cowboy-and-Indian days. That's how FCC explained it to young Wally Marcellus of Scottsbluff, Neb., who wrote President Eisenhower asking why new ch. 10 KSTF (TV) couldn't build atop The Bluffs.

FCC's explanation (written by an engineer, not a lawyer) said:

> Actually, the television station has already been given a permit to build its tower at another location which should give good television reception to the people in Scottsbluff. But the station wanted to use The Bluffs because it would let them provide television to a lot of people outside of Scottsbluff. We would like to encourage them to do this, but unfortunately, The Bluffs cannot be used for this purpose.
>
> As you know, The Bluffs were used by the early settlers to watch for Indians and were very important to the early development of your part of the country. The land has been set aside as a National Monument to preserve it in its original state so that you and your friends can go up there and see the land just as the pioneers did. When you grow up and marry, you can take your little boy up there too, and tell him the story of the Indians and the pioneers and it will be just as it was when there were really wild Indians around.
>
> If a television tower were built there, it would sort of spoil it a little because we know there were no television towers there when the settlers came. Then people might build electric lines and highways, and hot dog stands and pretty soon it would look just like any other part of the country, and you couldn't go to The Bluffs and imagine that you were living back in the days of the Indians.
>
> When you grow up, you will appreciate more the importance of keeping some parts of your country as they were in early days, so that they will be a monument to the people that braved the dangers of the wilderness to settle this country of ours. Thank you for writing to the President.

WPRO-TV
PROVIDENCE, R.I.
Channel 12
CBS
CHERRY & WEBB Broadcasting Company

The symbol of TOP TELEVISION in New England's BIG THREE Market

The "Big Three"—Providence, Fall River and New Bedford—together comprise the nation's 14th market, a billion dollar retail sales area.

In this market the familiar call letters WPRO have long stood for the best in radio, with the largest listening audience in the area.

Now WPRO-TV brings to this audience the best in TV from CBS Television and local originations over Channel 12, continuing a long tradition of community service.

WPRO-TV is owned and operated by the Cherry & Webb Broadcasting Company.

Represented exclusively by **BLAIR TV**

New York • Chicago • Detroit • San Francisco • Boston
Dallas • St. Louis • Jacksonville • Los Angeles • Seattle

Advertisement

Oil and Man's Quest for Freedom

By COURTNEY C. BROWN, Ph. D.
Dean, Graduate School of Business,
Columbia University

Over the centuries man's efforts to live better and, at the same time, enjoy more leisure, have been part of his quest for freedom to develop culturally and politically. In earlier years the few in power usually secured this freedom and leisure by enslaving the many. As time has gone by, alternative means of supplying energy for man's work, more compatible with human freedom, have been developed.

Wind, animals, wood, water, coal, natural gas and petroleum have supplied the power to make our modern way of life possible. The petroleum industry is entitled to a proud place in this progression of sources of energy. In the last half century its contribution to energizing the world's work, and making it more mobile, has been spectacular.

America's oil industry, with its companies large and small, with its local, state, national and international operations, with its geologists, engineers, financiers and marketers, is a striking example of free men voluntarily contributing their talents and efforts to a socially useful purpose.

The ingenuity, courage and adaptability of the industry is made possible by its voluntary nature. Those who are in the industry are there because they like it. They like the opportunity to be right or wrong, to compete with their fellows, to try new ways of doing things. And, of course, they like the just rewards a man can earn in the oil business.

Out of the restless and insistent stirring that characterizes the petroleum industry has come more than crude oil and its products. Many advanced methods of business administration have had their experimental start and later development in the oil companies. The development of workable, competitive relationships among large and small companies within the industry has been a daily task. Questions of national interest on conservation of our natural resources have generally been answered successfully within the oil industry. In its operations abroad, lessons have been learned of commercial and industrial diplomacy to complement our nation's political diplomacy.

As a supplier of essential energy, the petroleum industry has proved itself in the past and present . . . and promises an expanding future. As an energizer of men's thoughts and a contributor to freedom, it will continue to play an increasingly important role.

This is one of a series of reports by outstanding Americans on the U.S. oil industry.
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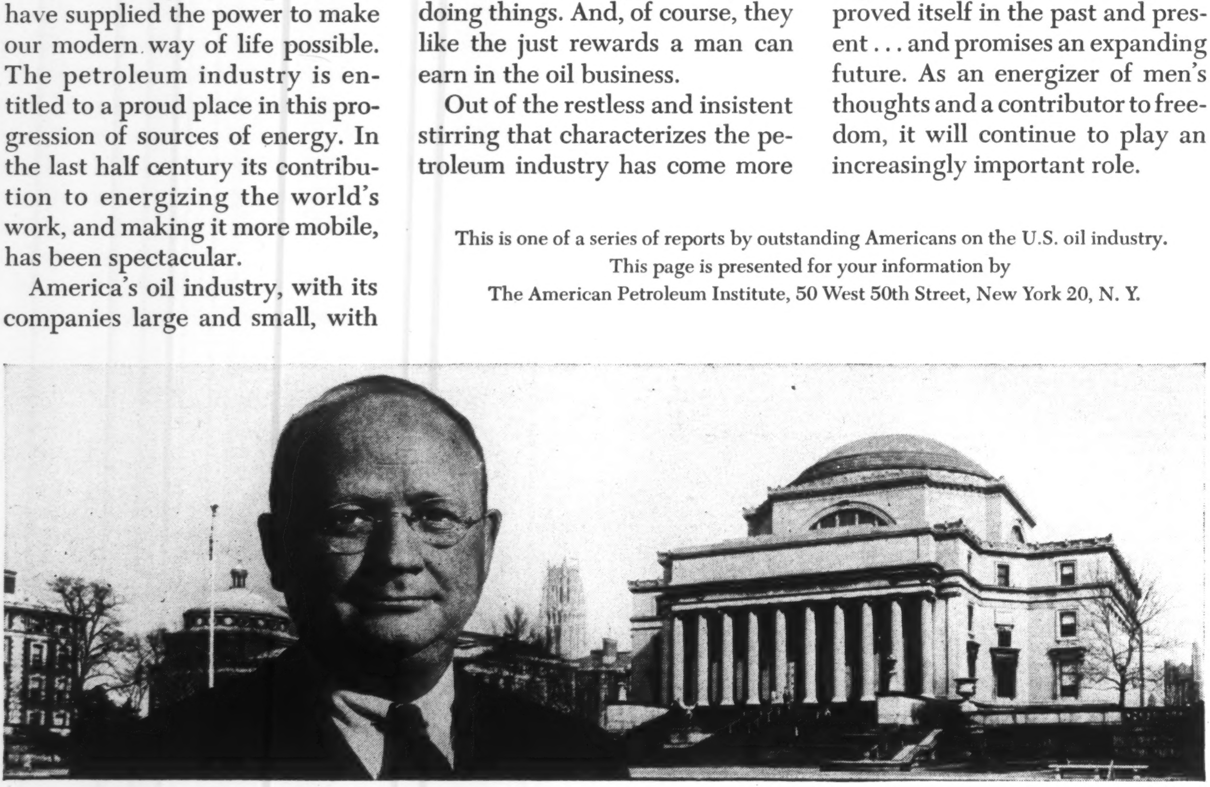

station identification of amplifying transmitters?

(l) Whether amplifying transmitters should be required to maintain a minimum field strength over a specific area?

(m) Whether amplifying transmitters should be required, or permitted, to employ vertical polarization?

(n) Whether (1) the number of amplifying transmitters should be limited in any particular area; (2) the number of amplifying transmitters operating in conjunction with a particular main station should be limited; and (3) whether and by what manner the rules governing multiple ownership of television broadcast stations should apply to the operation of such amplifying transmitters?

(o) Whether any technical standards prescribed by the rules should be amended for such operation, and how the standards should be so amended?

Asking for comments by May 20, FCC said comments or briefs in reply to such original comments as may be submitted should be filed within 20 days from the last day for filing said original comments or briefs. "No additional comments may be filed unless (1) specifically requested by the Commission or (2) good cause for filing such additional comments is established. The Commission will consider all such additional comments submitted before taking further action in this matter, and if any comments appear to warrant the holding of a hearing, oral argument, or demonstration, notice of the time and place of such hearing, oral argument or demonstration will be given."

FCC Gets Mixed Comments On Low-Power Tv Proposal

MIXED COMMENTS were filed last week to the FCC's proposal to permit low-powered, 100-w tv stations in communities with populations below 50,000.

Adler Communications Labs, New Rochelle, N. Y., said it was in full accord with the objectives of Sylvania Electric Co.'s petition regarding the establishment of satellite tv stations filed last year [B•T, Sept. 21, 1953] and also with comments of RETMA.

Adler reported that for the past year-and-a-half it has been conducting experimental work in low power tv. The company said it has received a large number of inquiries from existing tv and am stations, dealers and others interested in establishing low-powered tv stations for the purpose of extending tv service into areas not now being served adequately. The majority of such inquiries come from the Pacific Coast and the Northwest area, Adler said.

The need for a receiver-to-transmitter relay link to be owned and operated by a low power tv station for satellite operation where these stations cannot be located to pick up an originating stations signal was emphasized by Adler. This might be achieved through use of uhf tv equipment operating in unused uhf tv channels or standard microwave relay equipment operating in the microwave relay channels reserved for tv studio transmitter link service, Adler said. The high cost of common carrier to do this will act as a deterrent to the development and growth of low power tv, Adler reported.

In his comments to the FCC, Gus Zaharias, president of WTIP Charleston, W. Va., believed it would be in the public interest to allow such use of the vhf band on a case-by-case basis. Mr. Zaharias noted that if there is to be a competitive tv service the FCC must revise the rules under the Sixth Report and Order. Mr. Zaharias noted that drastic measures are needed to reduce the present "monopolistic" complexion of tv and recommended the allocation of additional tv facilities. He deemed it unwise to restrict low power tv use to areas in a particular population bracket, as this would be assuming that areas above that bracket are receiving adequate tv service. Mr. Zaharias said that under the present structure there are not only small towns without tv facilities, but that in larger cities where all the service is provided by one or two stations, there is so much preoccupation with network programming that local tv becomes of minor significance and facilities for local expression are limited or non-existent.

Meanwhile, Seward Community Tv Inc., holder of franchise agreements with principals in Seward and Kenai, both Alaska, filed comments opposing the FCC proposal. Neither Seward, with a population under 6,000, and Kenai, under 3,000, can support an allocated tv station, the comment noted. Seward Community said that the programming requirements of Seward and Kenai are different, and where local interest indicates a willingness and ability to serve these needs they should be given priority over any possible extension-by-satellite, owned or controlled by a high-powered parent station.

FCC Seeks Comment on AT&T Off-the-Air Service for Tvs

THE FCC last week asked for comments on the AT&T's plans to provide off-the-air service for tv stations in remote areas of the country [B•T, Feb. 28]. The Commission set April 29 as the deadline for comments.

The AT&T proposal—which came after many complaints that the telephone company's intercity connection charges were excessive—offers to bring a network outlet's signals to a small station via off-the-air relay. Each "connection" will be individually priced, AT&T said, with prospective savings of about half of that for direct interconnection at distances from 100 to 125 miles. The greatest savings over charges for direct interconnection, AT&T said, would be for the longer distances.

Each individual station would have to make its own arrangements with a network and the nearest network affiliate, the telephone company said. It also warned that it did not think the quality of the off-air system would be as good as that of the direct connection service.

The AT&T off-the-air pickup plan came following an FCC proposal that tv operators in small, remote areas should have the right to build and operate their own tv relay systems. The Commission's proposal received virtually overwhelming support from broadcasters commenting [B•T, Nov. 15, 1954]. The FCC has not yet made a final decision on that proposal.

Satisfied

ONLY 11% of AT&T's intercity tv connections are being shared, the FCC's Common Carrier Bureau told the Commission last week in a petition to dismiss the five-year-old investigation of the Bell System's allocation of tv facilities among the networks.

Apparently all service requirements are being met satisfactorily, the Common Carrier Bureau said. Thus, the proceedings should be closed.

The investigation began in late 1950 following complaints by DuMont Television Network and ABC that they were being "frozen" out of intercity tv circuits because of the heavier demands for NBC and CBS programs. Before the hearings began, all networks and AT&T evolved a plan for allocating circuits which were approved by all concerned. This worked on a formula involving station requests and a revolving position each month for first choices.

FCC DEFENDS ITS FT. WAYNE RULING

STOUT defense of its decision in the Fort Wayne ch. 69 case was made by the FCC last week.

In a brief filed with the U. S. Court of Appeals in Washington, the Commission insisted that it was justified in denying James R. Fleming and the late Paul V. McNutt (Anthony Wayne Broadcasting) and granting the uhf channel to WANE Fort Wayne.

The FCC, overruling the examiner, decided that WANE was better qualified on the issues of local diversification of the media of communications. It also held that Mr. Fleming and Mr. McNutt are controlling trustees of the *Fort Wayne Journal Gazette*, which in conjunction with the *Fort Wayne News Sentinel* (WGL), requires "forced" combination advertising rates for classified and national advertisers. This makes the qualifications of the Anthony Wayne owners questionable, the Commission held.

Anthony Wayne, in its brief argued that the Commission held erroneously since Mr. Fleming and Mr. McNutt could not breach the contract between the two papers in establishing joint mechanical and business operations. It also held the practice of combination newspaper rates is not illegal [B•T, Feb. 7].

The Commission said:

"That the Commission may take into consideration the responsibility of an applicant for competitive practices which, while perhaps not in violation of law, are nevertheless inconsistent with long established public policy of the United States in favor of competition, is beyond question."

Antitrust Study Asks Curb on Regulation

IMPLIED call for regulatory agencies to lessen their hold on the industries they oversee—in order to promote competition—was made by a special antitrust study committee to the Attorney General last week.

In a chapter on regulated industries, the 60-man committee of attorneys and economists endorsed competition "as the major rule in our private enterprise economy."

With an obvious eye on price fixing, rate regulation, etc., the committee added:

"The committee notes an apparent trend toward . . . government control. We call attention to the fact that such regulation tends to beget further regulation. For if one industry is regulated then it may be urged that its competitors should, in fairness, also be regulated . . ."

Although broadcasting was not mentioned by name—the committee was more concerned with railroads, motor carriers, airlines and other such regulated industries—it is a regulated industry operating under the eye of the FCC.

In general, the committee made the following recommendations among others:

- Repeal of the fair trade laws. This would free many products—including radio and tv receivers—from producer-fixed prices.
- Raise from the present $5,000 to $10,000 the maximum penalty for antitrust violations.
- Give judges discretion to award less than treble damages in private antitrust suits.

Proof that members of a trade association participated in a conspiracy violating antitrust laws should be required, the committee declared. "Blanket findings" based on mere guilt by membership should be avoided, the committee said.

The committee was appointed by Attorney General Herbert Brownell Jr. last fall.

Few, if any, antitrust actions have been instituted against broadcasters. However, some manufacturers affiliated with broadcast networks and stations have been involved in such litigation. They are RCA, General Electric and Westinghouse, among others. At the present time, RCA has been charged with violation of the antitrust laws by the Dept. of Justice and in a private suit by Zenith Radio Corp. (see stories on pages 86-87). The broadcaster-owned Broadcast Music Inc. also is the defendant in a $150 million antitrust suit filed by the Songwriters of America late in 1953.

Senate Hears FCC Request For $85,000

Commission executive officer Robert Cox points up agency's need for salary finances and indicates curtailed spending on other normal activities.

THE SENATE Appropriations Committee last week heard testimony on a House-passed supplemental appropriations bill (HR 4903) to give $85,000 to the FCC to continue its work on tv applications and other backlogs and to maintain its staff at the present average of 1,030 persons through June 30, end of the 1955 fiscal year.

Robert Cox, FCC executive officer, told the Senate group that the FCC's budget for fiscal 1955 was $700,000 less than that for fiscal 1954.

The FCC requested a reduced budget for this year, he said, in anticipation of "a situation which didn't materialize." He referred to the FCC's "attrition policy," which didn't work out.

Mr. Cox explained that the FCC attrition plan was to replace departing employes only when necessary. But the tightened job situation caused fewer employes than normally to quit and the FCC had to do some recruiting to fill important vacancies left in its Field Monitoring Bureau, he said.

Mr. Cox said the FCC could balance its books only by "a couple of payless days," unless the $85,000 is approved. He said the FCC has frozen its spending on items other than salaries; that the FCC chairman is being "hard-boiled" about traveling expenses, and that the Commission is not carrying through its plan to purchase six more automobiles authorized for field monitoring.

Answering a question from Sen. Spessard Holland (D-Fla.), Mr. Cox blamed delays and time lapses in some FCC cases on the Administrative Procedures Act.

He said the FCC still has three of six temporary hearing examiners hired to help reduce the applications backlog. The regular number of examiners is around 11. All of the six temporary examiners were kept into the 1955 calendar year, he said.

Although the FCC received $300,000 extra for fiscal 1954, there were "strings" tied to it which made it "difficult to operate," Mr. Cox said, referring to the delays under the Administrative Procedure Act. He said the FCC turned back a total of $440,000 for that year because "we didn't want to spend the money just for the sake of spending it."

Mr. Cox made the statements about the money turnback in reply to questions from Sen. Allen Ellender (D-La.) "It just doesn't add up," Sen Ellender had said.

HOUSE APPROVES FUNDS FOR FCC STUDY OF ECONOMICS IN NETWORK RADIO-TV

Appropriations bill earmarks $80,000 for the project. Bill now moves to Senate Appropriations Subcommittee, chairmanned by Sen. Magnuson, who is investigating networks, plus uhf-vhf problems.

THE FCC's ambition of several years' standing —to study the economics of radio and tv networks—was a possibility instead of a dream last week as the House passed an appropriations bill earmarking $80,000 for that purpose in the agency's fiscal 1956 budget.

The House's approval of the Independent Offices Appropriations Bill (HR 5240) came Wednesday after a House Independent Offices Appropriations Subcommittee had submitted the bill boosting by $170,000 the $6.7 million FCC budget recommended by the President.

FCC made its plea for more money last Feb. 17 at a closed hearing before the House Appropriations subcommittee, headed by Rep. Albert Thomas (D-Tex.). Balance of the $170,000 increase—$90,000—is to continue efforts "in eliminating the backlogs of work in television and radio and special services activities," particularly in tv.

The new $6,870,000 FCC budget, as passed by the House and which now goes to the Senate, represents a boost of $240,600 over the agency's budget for fiscal 1955.

The increased FCC budget was submitted over the previous weekend to the full House Appropriations Committee, headed by Rep. Clarence Cannon (D-Mo.), and was reported on the House floor Monday.

Meanwhile, the Senate Appropriations Committee, to which the 1956 appropriations bill will be referred when it reaches the Senate, last week heard testimony from an FCC spokesman on a fiscal 1955 supplemental funds measure (HR 4903) which would give the FCC $85,000 to continue work on the backlog and maintain its present strength of some 1,030 employes until July 1 (see story this page).

Would Add 27

A table submitted by Rep. Thomas during debate Wednesday on the 1956 appropriations bill showed a projected increase of FCC personnel, under the proposed $170,000 budget boost, to 1,057 employes—or 27 more than present strength, including additional staff people for the FCC network study.

These figures do not take into account some 50 to 60 additional FCC employes who work on reimbursable projects and who thus are paid from separate funds. These additional funds would run from a fourth to a third of a million dollars, according to Robert Cox, FCC executive officer.

It has been felt the FCC may be in for some searching questions when the bill reaches the Senate Appropriations Committee. The bill will go for hearing to that group's Independent Offices Appropriations Subcommittee, which is headed by Sen. Warren G. Magnuson (D-Wash.). As chairman of the Senate Commerce Committee, Sen. Magnuson is conducting an investigation of the networks and the uhf-vhf situation, and may want to know whether the FCC study will in any way duplicate the Commerce Committee's probe.

A spokesman for Sen. Magnuson, however, said last week the Washington Democrat is likely to be friendly to FCC funds increase. He said Sen. Magnuson feels the FCC has been too long on a "bread and water" diet imposed on the agency by the Executive Branch's Bureau of the Budget recommendations.

The $80,000 approved by the House for the network study compares with $100,000 suggested by FCC members during the February hearing [B•T, March 28]. FCC spokesmen said the probe would take a minimum of six months. The Commission has requested funds for such a study every year since 1951.

There were varying views last week at the FCC on who should conduct the study, how it should be conducted, how soon it would start and how long it would take.

One spokesman felt there is much the FCC can look into which the Senate Commerce Committee cannot, but thought there should be liaison between the FCC and Senate probers to eliminate unnecessary duplication that would waste money.

FCC's task would be a "study," not an "investigation," he thought, since FCC is not going to prosecute anyone as it usually is thought of in connection with an investigation. He felt FCC should carry out the study both by questionnaires and by going to a station's files to look over its records. Since everyone knows the problems (uhf troubles in getting network affiliations; option time, program syndication by networks, etc.), the end to be accomplished will be to get at the details and learn the whys and wherefores, he believed.

He felt new people—qualified experts—should be hired to do the job.

Another spokesman was against questionnaires or public airing of station problems, because, he said, station operators would be afraid to go on record with their true views. He felt FCC should send investigators to the stations to look over files for factual situations.

This official thought the FCC might contract a private law firm, one not now in the communications field, to conduct the study.

FCC Comr. Robert E. Lee felt a network study by FCC would be in more expert hands than in Congress and thought FCC should assume the "leadership" in such an undertaking. He thinks the FCC, as its first step after receiving funds, should select 8 or 10 expert staff people and assign them to the study, hiring extra outside help if necessary.

Comr. Lee thinks the FCC study should begin with a detailed questionnaire to networks. He believes the study would take 90 days to get underway and about a year to complete.

Although Comr. Lee does not feel a probe will turn up any serious evils, he believes the FCC should review the problems and air them.

Comr. Frieda B. Hennock was flatly against a network study by the FCC, feeling that the Commission is too susceptible to industry influence. It was understood she is much more favorable toward a probe by the Senate, with no holds barred, believing this is the only certain way to get at the bottom of the problem and obtain legislative correction. Comr. Hennock didn't feel that FCC's chain broadcasting or any other Commission rules are adequate, and she already is on record in this respect.

She said the FCC never has acted on the protest filed in 1947 against CBS by National Assn. of Radio Station Representatives (NARSR) that the network was entering the spot representation field [B•T, Oct. 6, 1947]. She recalled that a hearing was held, but that FCC never took any action.

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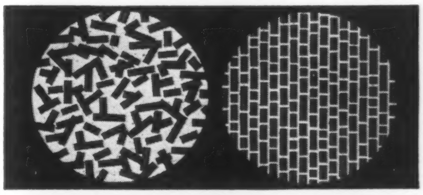

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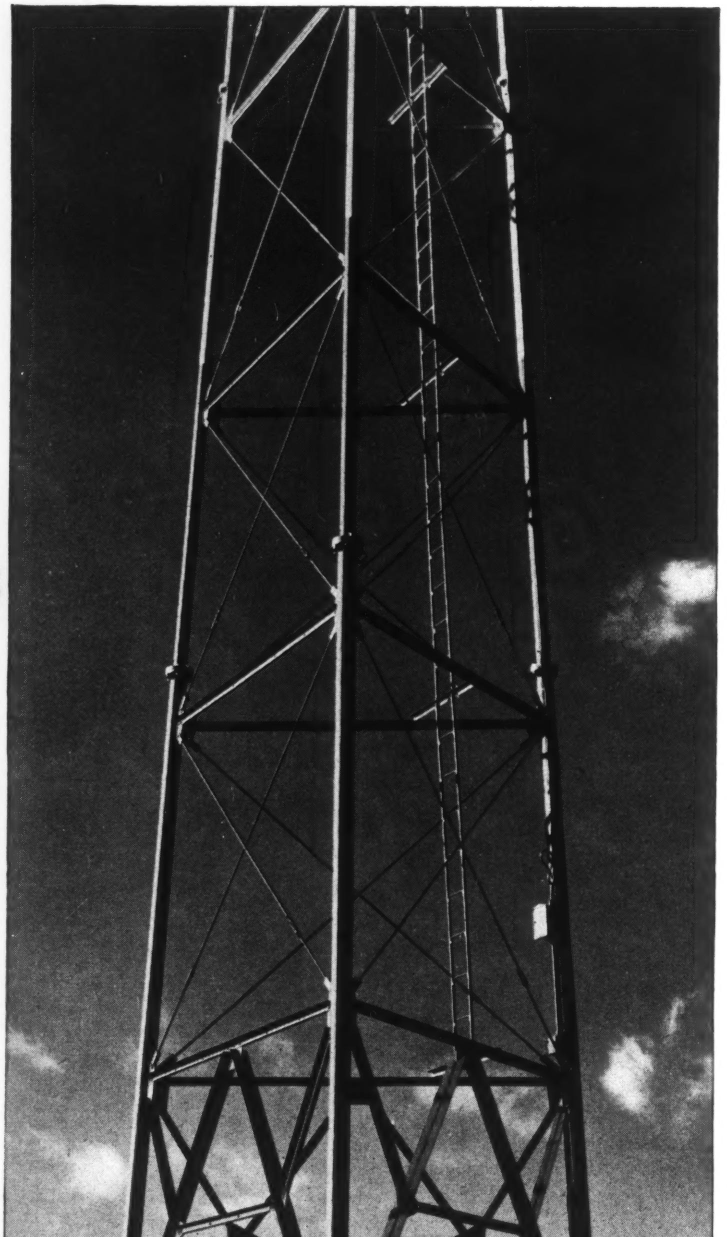

SALANT, PLOTKIN DEBATE TV VIEWS

CBS vice president and former Senate commerce counsel debate problems of option time and de-intermixture at Federal Communications Bar Assn. luncheon in Washington.

A WARNING that adoption of the Plotkin proposal that network option time be abolished [B•T, Feb. 7] might mean the death of television networking was sounded last week by Richard S. Salant, CBS vice president.

Mr. Salant made his prediction in a debate with Harry M. Plotkin, author of the report bearing his name, before members of the Federal Communications Bar Assn. at a luncheon meeting in Washington.

Conversely, Mr. Plotkin warned that unless a solution is found to the uhf problem, networks may become common carriers through legislation.

Television networking is big business, Mr. Salant said. It has to be because it has to use "acres of studios, of storage space for props," a large working force and millions invested in equipment, Mr. Salant pointed out. Yet, he admonished, a "nice" profit can be turned into a huge loss in a hurry "by just a couple of cancellations."

The real "touchstone," Mr. Salant pointed out, is public opinion.

"The public has placed a greater stamp of approval on the tv industry than on any other industry," he said. Tv and the networks live in a goldfish bowl and have got to operate in the public interest, he added.

The problems are internal, Mr. Salant emphasized. The solution must come from within the industry rather than from the outside through regulation or legislation.

"We must be careful," he said, "that we don't throw the baby out with the bath water."

Small Station Problem

Basically, Mr. Salant said, the uhf problem is the problem of small stations.

Before any move is made against present network practices, Mr. Salant said, two questions have to be answered:

Do you want networks? And, have they done more harm than good?

This, after all, Mr. Salant said, involves "only five hours and 28 minutes a day."

Mr. Plotkin, former FCC assistant general counsel, held that the answer to the uhf economic plight lay in assuring a greater source of programs and making affiliates more independent of networks.

He said that where there are three or more tv outlets in a single market, stations become "subservient" to the networks.

Abolition of option time would permit stations to assert their freedom from network domination, Mr. Plotkin said.

Present network practices, Mr. Plotkin said, mean that when a station has a national spot account in option time, the network can preempt the time on 56 days notice. Even on non-option time, the station generally will accede to a network's request for time, Mr. Plotkin said. This does not give stations enough stability to build up non-network programming and advertising, he said.

Mr. Plotkin also repeated his convictions that moving all tv to uhf was perhaps the most logical move, but not feasible. The 30 million sets now in existence would mean an "extensive dislocation" which might ruin tv, he said. Among other things, he pointed out, moving all tv stations to uhf would mean that present fringe viewers would lose service altogether.

Mr. Plotkin also frowned on de-intermixture. Where there is no vhf station on the air, he explained, it might be possible. Otherwise, de-intermixture would also result in dislocations.

Deletion of the excise tax on all-channel tv receivers would help, Mr. Plotkin said. It would bring price parity to vhf and uhf sets, he said.

In answer to a question from the floor suggesting the equalization of vhf and uhf by reducing vhf power and antenna heights and mileage separations, Mr. Plotkin said that he did not believe shrinking service areas would benefit stations. It would mean the loss of advertising support, he said, and result in poor programming.

SALANT AND PLOTKIN

SPOKESMAN for the accused says the accuser's plan would kill tv networking.

L'HEUREUX SEEN AS GOP COUNSEL

Attorney, now counsel on Senate Commerce Committee's staff, is considered Bricker's choice to head minority side of network, uhf-vhf probe.

SPECULATION on the appointment of Robert L'Heureux, counsel on the Senate Commerce Committee's professional staff, as Republican counsel for the committee's investigation of network and uhf-vhf troubles gained increasing currency last week.

MR. L'HEUREUX

Although no official announcement had been made by late Thursday, it was understood Mr. L'Heureux had been chosen to represent GOP committee members by Sen. John W. Bricker (R-Ohio), the group's ranking Republican and its chairman in the 83d Congress.

Mr. L'Heureux has been with the committee since the opening of the 83d Congress in 1953, when he joined as chief committee counsel under the chairmanship of the late Sen. Charles Tobey (R-N.H.). Mr. L'Heureux, also from New Hampshire, moved to the Commerce Committee from the Senate Banking & Currency Committee, where he also had served as chief counsel.

He became counsel for the committee's Business & Consumer Interests Subcommittee upon the death of Sen. Tobey in 1953 [B•T, July 27, 1953]. In the 84th Congress he has performed various committee jobs in behalf of Sen. Bricker and other GOP committee members.

Mr. L'Heureux also has served as counsel to the Joint Congressional Committee on Defense Production. He is a graduate of St. Anselm's College, Manchester, N. H. (1934), and the Georgetown U. (D.C.) Law School (1938). He holds master's degrees from Georgetown U. and George Washington U. (D.C.) and a Litt. B. from the U. of Montreal.

Meanwhile, Sidney Davis, who had been named the week before as Democratic counsel for the committee's network probe by Chairman Warren G. Magnuson (D-Wash.), officially assumed his new duties last week. He indicated no announcement would come until after the Senate's Easter recess (April 5-12, inclusive) concerning the date the committee's upcoming hearings will begin.

Coordinating the network probe will be Nicholas Zapple, the committee's professional communications counsel.

Upon his appointment, Mr. L'Heureux would succeed Robert F. Jones, former FCC commissioner and former Ohio congressman, who served as GOP counsel for the probe from its preliminary phase last summer until last February, when he submitted a progress report on his findings [B•T, Feb. 21]. Mr. Davis succeeds Harry M. Plotkin, former FCC assistant general counsel, who likewise left the post of Democratic counsel for the inquiry upon submitting a memorandum of suggestions [B•T, Feb. 7].

The FCC and the Justice Dept. are scheduled to testify at the coming hearings on the recommendations of Messrs. Jones and Plotkin. The two agencies also have been asked to make interim reports, with final reports in six months.

Senate Passes Over Rule To Give Witness Tv Choice

A RESOLUTION entitling a witness in a Senate committee hearing to object to being televised was passed over by the Senate last week on a call of the calendar.

The resolution (S Res 17) would permit a witness to object to being televised on grounds of distraction, harassment or physical discomfort, with committee members present ruling on his request.

The measure was passed over upon the request of Sen. Alan Bible (D-Nev.) Monday on a call of the calendar. It would amend Rule XXV of the Senate's standing rules.

S Res 17 was based on recommendations made by a Senate Rules Subcommittee in January [B•T, Jan. 10] after hearings during the 83d Congress on overhauling Senate committee procedures. The subcommittee, under chairmanship of Sen. William E. Jenner (R-Ind.) during the 83d, also recommended a study of the practicability of installing modern facilities on Capitol Hill for radio-tv and other coverage of committee hearings.

During last year's hearings [B•T, July 5, 1954, *et seq.*], radio-tv broadcasters rallied strongly to the defense of their media's rights [B•T, Aug. 9, 1954].

COMR. LEE URGES SELF-POLICING

He tells Tennessee broadcasters the FCC receives complaints of excessive and/or lengthy commercials, bait-and-switch advertising and bad taste programming.

CALL for radio and tv operators to be militant in self-policing, rather than allow the task to fall to the FCC or some other government agency, was voiced last Monday by FCC Comr. Robert E. Lee in a talk before the Tennessee Assn. of Broadcasters at Nashville.

Complaints received by FCC now fall into three categories, he said, listing them as (1) excessive commercials, both as to number and duration, (2) bait-and-switch advertising and (3) bad taste programming. Although noting "that a clamor from a militant minority can frequently create an impression of a serious problem that may or may not exist," Comr. Lee urged "serious self appraisal of where we stand today in the delicate matter of programming the public interest."

As to excessive commercials, Comr. Lee personally said he would not object to "99.4% commercially sponsored time, but I do object to an unreasonable amount of the broadcast hour being devoted to the sales pitch." He warned that the practice is harmful because it drives listeners away until all are gone, followed by the advertiser.

"You have no solution when you cram more and more commercials down the throats of fewer and fewer listeners," he said. "It would be infinitely better to redouble efforts to improve programming, thus capturing more audience and hence more advertising."

Although bait-and-switch advertising is of primary concern to the Federal Trade Commission, Comr. Lee noted, FCC "cannot ignore this type of advertising and, as one member of the Commission, I condemn it."

'Bad Taste' Responsibility

Comr. Lee said bad taste programming "does not give me personally the problem it does others. As a father of three, there are some programs I would prefer my children not to watch. I admit that there are bad programs on the air —there are bad books, too. By and large, however, I do not believe broadcasters are contributing to juvenile delinquency through programming.

"In order to have heroes you must have villains. The Indian has scalped the cowboy since time immemorial without prostituting the nation. Robin Hood was something of a communist in endeavoring to spread the wealth by stealing from the rich to give to the poor. Jack and the beanstalk was a real delinquent who disobeyed his mother, ran away, killed his neighbor, stole his property and returned in triumph to share his ill-gotten gains with his mother for a happy remaining life."

Mentioning the colorcast of *Macbeth* as "one of the finest tv productions I have seen to date," Comr. Lee said he was not aware of any complaints "on the horrible sights enacted. Most of the Commandments were broken in this play with vivid action."

Comr. Lee hesitated in defining FCC's responsibility in such problems because "the line between public interest and censorship is dangerously close."

"If we deny a station the right to broadcast horse-race odds as an aid to gambling, are we not in effect censoring?" Comr. Lee asked. "I do not know where public interest leaves off and censorship begins, but if I ever have to make the decision I would probably take a calculated risk and refuse to censor, since I am well aware of the dangers to the American way of life that such a step could lead."

In respect to license renewal policy and "overall program review," Comr. Lee said, "continued abuse by broadcasters of their public service responsibility may bring us closer to a semblance of censorship that we all want to shun. Don't force the FCC to enter this dangerous area."

WKAT FAVORED FOR MIAMI CH. 10

THIRD commercial vhf tv station for Miami came in prospect last week as FCC Examiner Herbert Sharfman issued his initial decision proposing to grant ch. 10 there to A. Frank Katzentine's WKAT-AM-FM Miami Beach. The examiner would deny competitive bids by L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. and Public Service Television Inc. (National Airlines).

Already operating at Miami are ch. 4 WTVJ (TV) and George B. Storer's ch. 23 WGBS-TV. Initial decision to grant ch. 7 to Biscayne Television Inc. (merger of WIOD and WQAM) is awaiting final ruling by FCC. Permits for ch. 33 WMFL (TV) and educational ch. 2 WTHS-TV are outstanding.

In a detailed comparative analysis of the four applicants, Examiner Sharfman concluded that WKAT has a "clear lead in the composite consideration of local ownership, civic participation and integration of ownership and management. When this is coupled with the assurances of operation in the public interest inferable from its long past broadcast record as a whole, it is apparent that the greater likelihood it offers of fulfilling its promises are a formidable challenge to any competitor who would try to overtake it."

The examiner noted that "the other applicants are not without virtures of their own, as WKAT itself recognizes. Wilson is a broadcast licensee of long standing, and while its Cincinnati programming is subject to criticism [commercial percentage at night], it was felt that traits of character exhibited by its operators justified a conclusion that reliance could be placed upon its proposals here. It made an admirable preparatory effort.

"Unfortunately for it, however, its one real link with the Miami area was broken when Mr. [L. B.] Wilson died, and the assurance it offers cannot be held to measure up to those of WKAT, enjoying the advantages alluded to."

North Dade, headed by steel fabricator Frank Brysen, and including as vice president-manager, Walter Compton, tv consultant and former manager of WTTG (TV) Washington, also could not match WKAT's merits, the examiner concluded.

"North Dade is a group of nine local amateurs and one professional. That it hopes to break into the glamorous field of television is not in itself to be held against it, as the way is open to any qualified applicant, veteran or newcomer," Mr. Sharfman wrote. "It merits recognition, apart from local residence and attendant factors, because of the television experience of its 10% stockholder and proposed general manager, a fact which also entitles it to a slight preference point on staffing. But it, like Wilson, falls short of equaling the appeal of WKAT."

The examiner pointed out that although Public Service "is a newcomer to the field," it is wholly owned by National Airlines, "a corporation with deep local roots, with principals intimately identified with Florida and the Miami area. Its parents's primary business, however, is not radio or television, but air transportation. Its management team is accustomed to regulation, though there were signs on the record of this proceeding that it is occasionally restive and demands a free rein."

Considering the resemblances between the two fields as "superficial," the examiner felt that "with the best will in the world, success in one field does not automatically promise equal success in the other. Accordingly, though full weight is accorded National Airlines' record as an air carrier . . . it's total qualifications as a television applicant do not equal those of WKAT, already revealed in its long broadcasting record in the community, an operation subject to the jurisdiction of this commission."

The examiner explained "the preference which has been accorded WKAT in the preceding discussion survives despite the fact that in one or two program categories its proposals did not come up to its opponents." The examiner also refused to disqualify WKAT because of onetime horse-race programs aired by the station.

FCC Defends Decision In Allentown-Easton Case

DEFENSE of the Court of Appeals' decision in the nine-year-old Allentown-Easton, Pa., 1230 kc case was submitted to the Supreme Court last week by WHOL Allentown.

The court is expected to hear argument on the case the week of April 18.

WHOL held that the FCC was wrong in deciding the Allentown-Easton radio hearing on the ground that Easton needed a new station more than Allentown did. WHOL claimed that the Communication Act requires a full hearing on all comparative issues.

It also charged that the FCC's grant to Easton Publishing Co.—overturned last summer by the U. S. Court of Appeals in Washington—permitted an overconcentration of control of the media of communications and was based on "tainted" testimony. It also declared that Easton Publishing Co.'s program proposals were "shrouded in uncertainty."

Easton Publishing Co. owns the *Easton Express* and is the licensee of ch. 57 WGLV (TV) Easton.

The FCC erred further, WHOL said, in overruling the examiner's findings based on the demeanor of witnesses.

Following a hearing with three other applicants, what is now CBS-affiliated WHOL, began operating on 1280 kc in Allentown. This decision was appealed by Easton and sustained by the courts. A second hearing was held in 1951, which resulted in the examiner proposing to affirm the grant to WHOL. The Commission, however, reversed the examiner and issued a final grant to the Easton applicant. WHOL then appealed and again the appellate court remanded the case to the Commission. It is this decision which the FCC appealed to the Supreme Court.

Earlier this month, the Commission told the Supreme Court that the lower court was applying its own judgment on policy for the Commission's [B•T, March 7]. It also claimed that the court misunderstood a high tribunal decision regarding the right to overrule an examiner's judgment regarding witness' demeanor.

Earlier last month, the Supreme Court refused to permit the Easton Publishing Co. to intervene in this case.

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Today's Best Buy...

• HI FIDELITY AM • LOW COST OPERATION • DEPENDABILITY

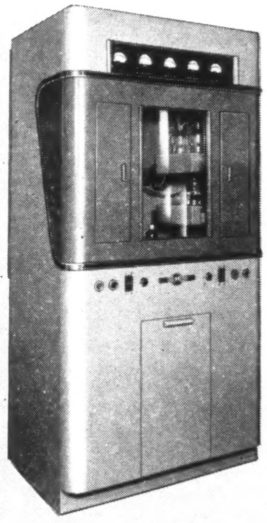
Whether you are building, expanding or replacing, Collins is the best buy. Over 150 installations of Collins 20V Transmitter are proof of satisfaction with Collins equipment.

HI-FI AM is yours with the Collins 20V. Listeners will enjoy a new feeling of "presence" your programs will have with the 20V — Collins High Fidelity 1 KW Transmitter.

Compact and quiet running, the 20V is ideal for combination operations. For unattended, remotely controlled installations, it is essentially foolproof due to modern, simplified circuit designs.

Maximum reliability is assured with the 20V because of conservatively rated components, high capacity cooling and special circuit refinements, including arc-suppression, filament and plate recycling overload breakers.

You will be pleased to know that it costs no more to own the best. Your nearest Collins office will give you the full story on the 20V.



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1000/500 WATT TRANSMITTER

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COLLINS RADIO COMPANY OF CANADA, LTD.
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COLLINS

Three Am CPs, Two Switches Among Authorizations by FCC

NEW standard stations at Clifton, Ariz., Campbell, Ohio, and Madison, Ga., were authorized by the FCC last week.

A 250 w fulltime outlet on 1450 kc at Clifton was granted to Henry Chester Darwin, doing business as Darwin Bcstg. Co. Mr. Darwin is owner of KPAS Banning, Calif.

A 250 w daytimer on 1570 kc at Campbell went to Myron Jones, president-majority stockholder and general manager of WJET Erie, Pa. Grant is subject to such interference as may be caused by the proposed operation of WAKU Latrobe, Pa., which is to increase its power to 1 kw on 1570 kc.

At Madison, a new 1 kw daytime on 1250 kc went to David Leonard Hitchcock, owner of a local electrical appliance company.

Also, the FCC granted authority to WKOZ Kosciusko, Miss., to change from unlimited 250 w operation on 1340 kc to daytime operation with 5 kw on 1350 kc. KWEW Hobbs, N. M., was granted change in its facilities from 250 w unlimited operation on 1490 kc to 1480 kc with 1 kw fulltime, utilizing a nighttime directional array.

Meanwhile, by memorandum opinion and order, the FCC granted petitions of WWNH Rochester, N. H., and WVDA Boston, Mass., for reconsideration of the Commission's action of last January granting without hearing the bid of Granite State Broadcasting Co. for a new 5 kw fulltime am station at Dover, N. H., on 1270 kc, directional antenna. FCC postponed the effective date of the Granite State grant pending final determination of hearing to be held April 27.

By separate order, the FCC dismissed the protest of WHK Cleveland, Ohio, for reconsideration of the Commission's grant without hearing of the application of WCED Dubois, Pa., to change its daytime directional pattern.

Industry Testimony Invited On Campaign Funds Hearing

REPRESENTATIVES of the networks and NARTB have been invited to testify at hearings in Washington April 12-13 by a Senate Elections Subcommittee on a bill to boost campaign expenditures for elections of Presidents and congressmen.

The bill (S 636), introduced by Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, would boost national committee spending during presidential elections from $3 million to $12.3 million and would set similar upward ceilings for candidates for senator and representative [B•T, March 28].

WSPA-TV Move Protests To Be Heard April 25

HEARING on protests against the move of the ch. 7 transmitter of WSPA-TV Spartanburg, S. C., to Paris Mt., 5½ miles outside Greenville, S. C., will be held April 25, the FCC announced last week.

The Commission acted following an appeals court ruling that protestants ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, S. C., must be given a hearing on their objections to the WSPA-TV move [B•T, March 28].

The uhf stations charged that the WSPA-TV move was dictated by its desire to secure a CBS affiliation. At its original site, Hogback Mt., the Greenville and Anderson stations said, WSPA-TV would overlap coverage with CBS-affiliated WBTV (TV) Charlotte, N. C. This would prevent WSPA-TV from securing a CBS affiliation, they said, and it was for this purpose that the Paris Mt. site was chosen.

WSPA-TV received its grant in 1953 with its transmitter on Hogback Mt. Early in 1954, it asked the FCC for permission to begin temporary operation on Paris Mt. This was opposed by the Greenville and Anderson stations and after a court-directed stay order, WSPA-TV dropped its temporary authority and asked for a permanent move to Paris Mt. After the FCC granted this, further court appeals were taken by the two uhf stations. Two weeks ago, the court ruled that the FCC must allow the protestants to plead their cases in an administrative hearing.

Hearings Set This Week On Tv-Delinquency Tie-up

THE SENATE Juvenile Delinquency Subcommittee has set hearings for Wednesday and Thursday this week on television programming as possible factors in juvenile delinquency.

The hearings will be held from 10 a.m. to noon both days, tentatively in the old Supreme Court Room of the Capitol Bldg., according to James H. Bobo, chief counsel.

Chairman Estes Kefauver (D-Tenn.) has invited all the tv networks and NARTB to send representatives for testimony. He said the hearings will be open to radio-tv coverage.

Witnesses scheduled by last week for the hearings, which may run over into a third day, were: Wednesday—Prof. Dallas Smythe, Illinois U. Institute of Communications Research; Dr. Eleanor E. Maccoby, Harvard U. social relations department; Dr. Ralph Banay, Columbia U. research psychiatrist; Harold Fellows, president, and Edward Bronson, Tv Code affairs director, both NARTB. Thursday—FCC Comr. Frieda B. Hennock; Dr. Paul Lazarsfeld, Columbia U. sociology department; William A. Wood, station manager, educational WQED (TV) Pittsburgh.

Messrs. Fellows and Bronson will make a progress report on what NARTB has done in stepping up its monitoring program and in increasing its Tv Code staff.

Merchandising Tie-ins Under Scrutiny of FTC

THE Federal Trade Commission has under investigation merchandising tie-ins, on local radio and tv stations, that tend to discriminate against other advertisers in the same market.

This was revealed by FTC Chairman Edward F. Howrey before a House appropriations subcommittee last February. The extent of the probe was not made public, but Chairman Howrey did cite two general situations—one involving food processors or manufacturers and the other manufacturers of drug products.

In the first case, local radio or tv stations have afforded "free advertising" to local retail chains on condition that they make available space for display and promotional services on behalf of an advertising food processor or manufacturer. Through this tie-in between national advertising and local retail store displays, the FTC claims, manufacturers may be providing advertising and promotional facilities which discriminate against competitors of the chain stores that receive the benefits of the arrangement.

The second case involved a group of drug chains that brought pressure upon drug manufacturers to purchase time on a national tv program, with the manufacturers bearing the major burden of the cost. The drug chains sponsored the show cooperatively on local stations.

Tulsa Competitors Charge KTVX (TV) Misrepresentation

CHARGES that KTVX (TV) Muskogee was misrepresenting itself as a Tulsa station were made by KOTV (TV) and KVOO-TV Tulsa in complaints filed with the FCC last week.

The two Tulsa stations asked the Commission to issue cease and desist orders to prevent ch. 8 KTVX from continuing the alleged practices. They also asked that the Muskogee station be set for hearing if it persisted in identifying itself as a Tulsa station.

Gist of the complaints by the two Tulsa vhf stations are as follows:

That in its advertising and promotion, KTVX is identifying itself as a Tulsa area station or as a Muskogee-Tulsa station. That KTVX is omitting mention of its location in Muskogee in station identifications and that it implies it is a Tulsa station by mentioning its ownership by Tulsa Broadcasting Co. (KTUL). That it is advertising heavily in Tulsa newspapers, but not at all in Muskogee newspapers. That a Tulsa address is given for the station in some of its trade advertising. That in some commercials, listeners are urged to write the station, at a Tulsa box number. That in its trade promotion it is exaggerating its coverage of eastern Oklahoma.

Other charges alleged that KTVX plans to build its studios in Tulsa and that it boasts of its tie with Griffin Grocery Co., and uses this connection possibly in restraint of trade.

Similar allegations were made last year by then operating ch. 23 KCEB (TV) Tulsa. The Commission held that the charges were made prematurely, since KTVX had not yet begun operating.

Robert S. McCaw Wins Grant For Yakima, Wash., Ch. 23

NEW tv station on ch. 23 at Yakima, Wash., was granted by the FCC last week.

The station is owned by Robert S. McCaw, doing business as Chinook Tv Co. Mr. McCaw is president and one-third owner of KYAK Yakima, KALE-AM-FM Richland, and KLAN Renton, all Washington, and also is 10% owner of Harbor Tv Corp., community tv system at Aberdeen.

The new tv station will operate with an effective radiated power of 21.9 kw visual and 11.7 kw aural, with antenna 960 ft. above average terrain. Estimated construction cost was listed as $114,156 with first year operating cost as $120,000.

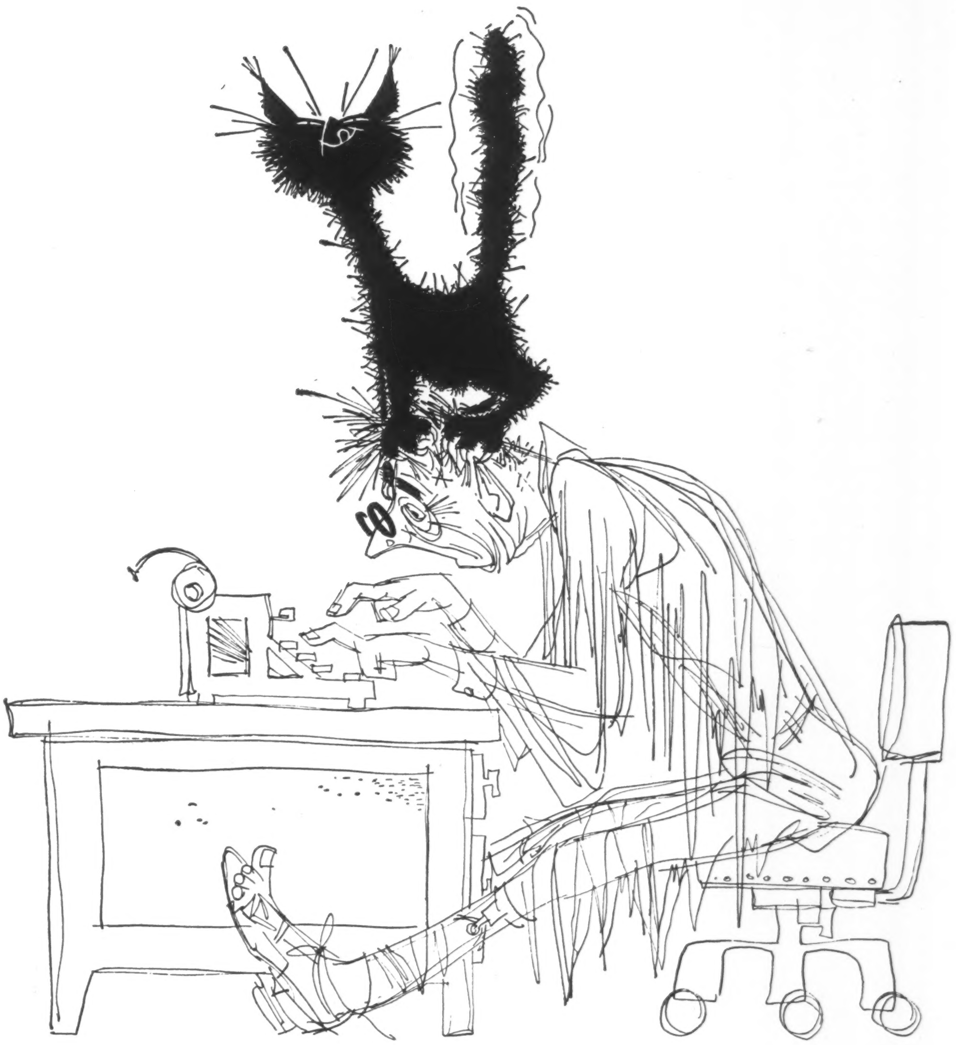
Ch. 29 KIMA-TV is presently the only operating station at Yakima.

FCC Grants WTAP (TV) Sale To Zanesville Publishing Co.

SALE of ch. 15 WTAP (TV) Parkersburg, W. Va., by Howard L. Chernoff and associates for $124,609 to Zanesville Publishing Co., received FCC approval last week.

Zanesville Publishing, 63% owner of WHIZ-AM-TV in that Ohio city, and publisher of the *Zanesville Signal* and *Times-Recorder,* is owned by Clay Littick and family. WHIZ-TV operates on ch. 18.

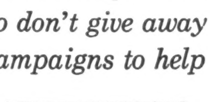
WTAP began operating in November 1953. A balance sheet submitted as of December 31, 1954, listed total liabilities of $334,595 with a 1954 loss of $128,088. (For details of other sales receiving FCC approval last week see FOR THE RECORD, page 93.)



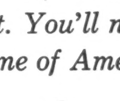
Did you smear it on the cat?

If that's how you tested your Advertising Council campaigns, she licked the right ideas. Just look below at the job done by four of the many hundreds of campaigns you've created since 1942. And by you, we mean all the agency account men, writers, artists, and media people who have given the Advertising Council their time, talent, and space for free. But the job's not finished, so don't give away your cat. You'll need her to test ideas for new Advertising Council campaigns to help solve some of America's most pressing problems.

PUBLIC SERVICE ADVERTISING COUNCIL



Helped drop death rate for all accidents to lowest figure on record.



Created Smokey, the Fire Preventin' Bear, who helped reduce forest fires.

Helped raise the number of local citizens' committees working for Better Schools from 17 to 9000 in 4 years.

Recruited 350,000 volunteer skywatchers for the Ground Observer Corps.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.

13
WREX-TV
delivers
the
Living Message
to a...
7 city
sales
area
ROCKFORD
BELOIT
BELVIDERE
JANESVILLE
FREEPORT
DIXON
MADISON
plus...

→ all or part of 12 counties and over 100 communities—23 towns over 5,000 population—77 towns over 1,000 population.

→ Over 250,000 TV sets in this Billion Dollar 7-city sales area. It has a population of well over 1,000,000.

WREX-TV Rockford, Illinois, the 7-city station dominates this tremendous market with 58 top CBS-ABC network shows.

CBS-ABC
AFFILIATIONS

WREX TV
CHANNEL 13
ROCKFORD•ILLINOIS

REPRESENTED BY
H-R TELEVISION, INC.

TV OUTLETS START IN TAMPA, WACO

SECOND tv outlets for Tampa, Fla., and Waco, Tex., were scheduled to begin commercial programming last Friday (April 1).

In Tampa, WTVT (TV), on ch. 13, will be affiliated with CBS and represented by Avery-Knodel Inc. Opening program was to include a half-hour film of Ybor City, local Latin section. W. Walter Tison is vice president and general manager.

In Waco, KWTX-TV, the first vhf there, is represented by John E. Pearson Tv Inc. The ch. 10 station is owned by KWTX Broadcasting Co. Equipment is RCA.

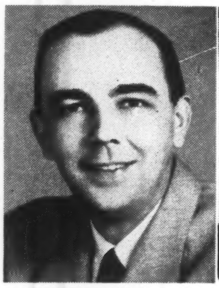
Two other new tv stations have reported construction progress:

WBRZ (TV) Baton Rouge, La., began test patterns last Wednesday and expected to begin commercial programming on April 14 affiliated with NBC and ABC. Doug Manship is president of the ch. 2 station. National representative is George P. Hollingbery Co.

KGMB-TV Honolulu (ch. 9) has announced that its satellite KHBC-TV Hilo (ch. 9) has begun test patterns and that its other satellite, KMAU (TV) Wailuku (ch. 3), will complete installation of equipment in about three weeks. The programs of KGMB-TV will be rebroadcast in their entirety. There will be no rate increase, C. Richard Evans, vice president and general manager, said.

Pearson Appoints Baird To Head Atlanta Office

PLANS for the expansion of John E. Pearson Co., New York, station representative firm, were announced last Thursday by John E. Pearson, president. The company will open a new office in Atlanta, servicing advertisers and agencies in the Southeast and going as far west as New Orleans and Memphis.


MR. BAIRD

MR. MURPHY

Robert M. Baird, a vice president who has been in charge of the company's Dallas office for three years, has been appointed head of the Atlanta operation.

Mr. Baird will be replaced in Dallas by Thomas R. Murphy, formerly a vice president of Grant Adv. in charge of the agency's Dallas office.

Prior to his association with the agency, Mr. Murphy was with KRLD Dallas, as an account executive.

The Atlanta office is the seventh branch operation to be opened by Pearson.

KSD, 'Post-Dispatch' Head Joseph Pulitzer Dies At 70

JOSEPH PULITZER, 70, president of KSD-AM-TV St. Louis and editor-publisher of the *St. Louis Post-Dispatch,* died Wednesday night from a ruptured blood vessel in the abdomen.

Last week Mr. Pulitzer had been going about his duties normally and had been at his office all day Wednesday after attending the annual gridiron dinner of the St. Louis Ad Club, Tuesday. He became ill about 9:30 p.m. Wednesday and was taken to Barnes Hospital where he died.

MR. PULITZER

Shortly after broadcasting began in the early 20s, Mr. Pulitzer asked his advertising manager, George M. Burbach, what he thought about radio. Mr. Burbach figured radio programs and a radio page in the newspaper would attract advertising linage. Mr. Pulitzer left business details of the project to Mr. Burbach and the station took the air in 1922. About a year later KSD was granted its present 550 kc frequency. KSD-TV took the air Feb. 8, 1947, on ch. 5.

Mr. Pulitzer is survived by his widow; two sons, Joseph Jr., associate editor of the *Post-Dispatch* and vice president of the Pulitzer Publishing Co., and Michael, of Boston; two daughters, a brother and a sister, and eight grandchildren.

Mr. Pulitzer had been head of the *Post-Dispatch* over 40 years, taking over from his father, the elder Joseph Pulitzer, who died Oct. 29, 1911.

Col. Robert McCormick Dies; WGN-AM-TV Among Holdings

COL. ROBERT R. McCORMICK, 74, president of WGN-AM-TV Chicago, died early Friday at his farm home west of Chicago. Col. McCormick had been hospitalized several times in recent years, having suffered from erysipelas and pneumonia as well as undergoing an abdominal operation.

COL. McCORMICK

Col. McCormick had been active in his work until early in March despite a January operation to correct adhesions and had spent part of the winter in Florida. He returned to Chicago March 10, spending a period under observation in a hospital and then moving out to his farm.

As president of the Tribune Co. he also controlled WPIX (TV) New York, a unit of News Syndicate Co. which is owned by Tribune Co.

In 1910 he joined his cousin, the late Joseph Medill Patterson, in taking over control of the *Tribune*. WGN was founded in 1924.

Col. McCormick's wife, Mrs. Maryland Mathison McCormick, survives.

Knight Replaces Chatfield As WMAZ News Director

BEN F. CHATFIELD, news director of WMAZ Macon, Ga., since 1946, has announced his resignation from the station, effective Friday. Ferrell Knight, with the WMAZ news staff since 1948, has been named successor by Wilton E. Cobb, WMAZ general manager.

Mr. Chatfield is the holder of citations, including the Peabody award given by the Henry W. Grady School of Journalism, U. of Georgia. He holds the Bronze Star and other citations for Pacific duty in World War

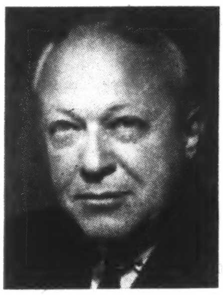
II and covered the early occupation of Japan and the surrender on the *Missouri*.

During the Truman administration Mr. Chatfield was a member of the President's Radio & Tv Advisory Council. A former president of the National Assn. of Radio & Tv News Directors (1951) he continues to be active in the association's operation and is chairman of the convention arrangements committee.

The WMAZ staff now includes, besides Mr. Knight, Orion Hudson, assistant news director, and Herb Kassner, tv news director. Joe Andrews, formerly of the staff, is now secretary of the Macon Chamber of Commerce.

W. WARD DORRELL ELECTED BLAIR V.P.

GREATER use of research data and technique in national spot selling was cited last week as motivating the election of W. Ward Dorrell, research director and program consultant at John Blair & Co. and Blair-Tv, to vice president.


MR. DORRELL

In announcing Mr. Dorrell's promotion, John Blair, president of the national representation firms, said Mr. Dorrell also will acquire stock.

This additional emphasis on research, Mr. Blair explained, will be reflected in the new responsibilities which fall to Mr. Dorrell.

These include close work with stations—in solving individual research problems, particularly toward improvement of local program quality; with agency research directors and timebuying departments — toward improving understanding and effective use of available research in the spot field, and with Blair salesmen—toward similar improvement in their knowledge and use of research techniques with a view to increasing national spot sales.

Mr. Blair said the election of Mr. Dorrell "highlights the increasing importance of research of all types in national spot selling, particularly as it applies to the increasing importance of local programming to radio stations today, and the application of research thinking to such problems as station rates."

He cited a three-year study made by Mr. Dorrell of local programming trends on Blair-represented stations. This analysis, he said, proved that "properly programmed stations can increase audiences substantially against television competition." In the markets studied, Mr. Blair said, daytime local audience increased an average of 24% between 1952 and 1955.

Mr. Dorrell, a vice president of C. E. Hooper Inc. for nine years, joined Blair in 1951.

WXYZ-TV Boosts to 316 Kw With New 50 Kw Transmitter

TWO-YEAR program to achieve maximum transmitting power by WXYZ-TV Detroit, on ch. 7, reportedly was climaxed last Friday with the final installation of super power equipment, including a 50 kw transmitter. The station at that time was due to boost its power to the maximum 316 kw video, 158 kw audio.

The power increase involved the installation of approximately $250,000 worth of equipment, James G. Riddell, president, said. The change also makes it possible for the station to transmit color programs, Mr. Riddell added.

NORFOLK...
(Virginia's No 1 City)

1 leads the country in business gain

According to data released in February by B C Forbes & Sons Publishing Company, Norfolk was at that time the best city in the nation in business gain over last year (up 14%). WTAR-TV blankets not only Norfolk, Virginia's no. 1 city, but all of prosperous northeast North Carolina and eastern Virginia including Richmond. Put your advertising dollars to work in a market where business is brisk. They'll work best on WTAR-TV.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

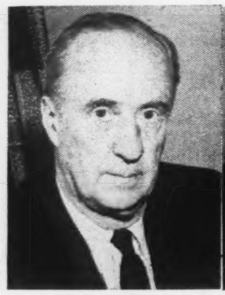
Bolling Co. Forms Three New Divisions

FORMATION of three new divisions of The Bolling Co., representative firm, was announced last week by George W. Bolling, president.

Robert Hill Bolling was named head of the radio department. The new television department will be headed by G. Richard Swift. Special events department, whose creation was described as an innovation in the field, will be headed by Edwin A. Pancoast Jr.

R. H. Bolling has been in the representative field for 20 years. Working with him in the department will be Lloyd Raskopf, previously with the *New York Daily News.*

Before joining Bolling in 1952, Mr. Swift was general manager of WCBS-TV New York. Don Buck, who has had 10 years with ABC, has been added to the tv department.



R. H. BOLLING

MR. SWIFT

MR. PANCOAST

The special events department has been created to handle the radio-tv representation of the New York Yankees Home of Champions Network and the Brooklyn Dodgers network of stations.

Mr Pancoast who heads the new department, also is in charge of Bolling's sales development plan. John J. MacDonald Jr., Advertising Research Foundation, moves to Bolling as director of research. In the sales development plan. Nancy Noonan, formerly with WCAU-TV Philadelphia, will be merchandising and promotion manager.

AS WEMP Milwaukee last Monday switched to 1250 kc with 5 kw, WRIT there, a new station, took over the former's facilities (1340 kc with 250 w) and physical assets, which it purchased. L to r: seated, Andrew M. Spheeris, WEMP president; James Foster, WRIT president; standing, Hugh K. Boice, WEMP vice president-general manager; Barton McLendon; Gordon McLendon, WRIT vice president; Ray Hamilton, Blackburn-Hamilton, station brokers, and Bill Weaver, WRIT general manager.

French Named by WNOE

STEPHEN C. FRENCH has been named vice president and general manager of WNOE New Orleans succeeding James E. Gordon who has resigned [B•T, March 28], it was announced by James A. Noe, station owner and president.

WARM Names Dawson as V.P.

MR. DAWSON

WILLIAM M. DAWSON, general manager of WARM - AM - TV Scranton, Pa., has been elected vice president, Martin F. Memelo, president of licensee Union Broadcasting Co., has announced. Mr. Dawson, who joined the WARM stations in 1940, has been general manager since 1950 and secretary of the company since 1953. He was graduated from the University of Pennsylvania.

WLDB Tower Up in One Day

STAINLESS Construction Co. in one day, March 16, erected a 150-ft. tower for WLDB Atlantic City, N. J. The new tower, type G-17, is the first of a new series developed by Stainless Inc., North Wales, Pa., parent firm of Stainless Construction. Walter L. Guzewicz is president of both companies. Leroy Bremmer is owner and general manager of WLDB.

REPRESENTATIVE PEOPLE

Harry B. Simmons, formerly with NBC-TV sales dept., to Bolling Co., as account executive.

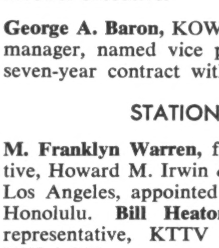
Albert W. Oberhofer joins the Bolling Co. as account executive.

George A. Baron, KOWL Santa Monica, Calif., manager, named vice president and signed to seven-year contract with station.

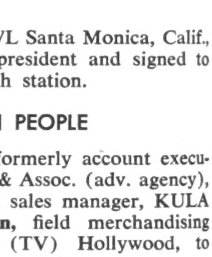
STATION PEOPLE

M. Franklyn Warren, formerly account executive, Howard M. Irwin & Assoc. (adv. agency), Los Angeles, appointed sales manager, KULA Honolulu. **Bill Heaton,** field merchandising representative, KTTV (TV) Hollywood, to KULA-TV as account executive.

Ken Kilmer, general manager, KBOE Oskaloosa, Iowa, has been named general manager, WMRI Marion, Ind. **Glen Stanley,** commercial manager of KBOE, has been named general manager to succeed Mr. Kilmer.



MR. KILMER



MR. STANLEY

Jack Reeves, account executive, KSTV Stephen-

THE LATEST
WCKY
STORY

Get ALL The Audience This Spring and Summer

"Out of Home" Listeners in the Cincinnati Market Area, Tune to WCKY *PREDOMINANTLY*

*Av. Summer "Out of Home" Share of Audience
6 a.m.—6 p.m.; Monday thru Sunday

WCKY 30.6%
Net Sta. A 23.8%
Net Sta. B 10.8%
Net Sta. C 5.7%
Net Sta. D 8.5%

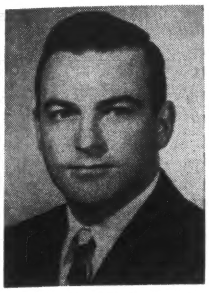
* Summer '54 Pulse

WCKY CINCINNATI

You Get ALL — When You Buy WCKY

ville, Tex., to KTAN Sherman, Tex., as station manager.

William C. O'Donnell, assistant sales manager, KXOK St. Louis, promoted to head of commercial dept.


MR. O'DONNELL

Col. Edgerton Merrill, formerly with U. S. Air Force and lately engaged in management consultant work, to WOL Washington as assistant to president, for sales promotion.

Charles Martin appointed field merchandising representative, KTTV (TV) Hollywood, Calif.

Lee Curran, publicity director, KDKA Pittsburgh, to KTRK-TV Houston, Tex., as promotion manager.

MR. CURRAN

Jim Harmon, program director and assistant operational manager, KOTV (TV) Tulsa, Okla., to KFMB-TV San Diego, Calif., as program director.

Vince Leonard named WISH-TV Indianapolis news director. **John Fraim** appointed WISH news director. **Karl Eisele,** formerly with KAOK Lake Charles, La., to WISH, as account executive.

Bud Gillis, children's personality, WLWC (TV) Columbus, Ohio, assumes additional duties as station program director.

MR. GILLIS

Robert Hodges, producer, WNEW New York, appointed production supervisor.

Fay Martin, copywriter, WHLI Hempstead, N. Y., appointed continuity director.

Edith M. Carolin, formerly with WTVJ (TV) Miami, named director of continuity, KOB Albuquerque, N. M. **Mary McDonald** joins KOB production staff. **Reed Upton,** formerly with WNOX Knoxville, Tenn., to announcing staff.

Ford Rush, western personality, appointed WTVP (TV) Decatur, Ill., farm director.

Peter Winn, formerly assistant to director of public relations, Amherst College, named director of public relations, educational WGBH-FM-TV Boston.

Charles Vanda, vice president in charge of tv and program director, WCAU-TV Philadelphia, and producer of CBS-TV's *The Big Top* circus show, to visit England, France, Italy and Denmark in search of feature acts for his CBS-TV show. Mr. Vanda, who leaves April 12 for London, will be joined in Paris by **Glenn Gundell,** vice president of National Dairies, Sealtest sponsor of *The Big Top.*

2 FACTS

Buffalo - Niagara Falls is the nation's 14th largest market.

WGR-TV completely dominates✶ this rich market, serving 447,938 U. S. sets and a bonus of 407,619 in Canada.

WGR-TV
BUFFALO

Channel 2

Buffalo's favorite station

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

✶ **WGR-TV** leads in 21 of the 24 weekday quarter-hour segments between 6 PM and midnight. (Pulse)

James Duffy, formerly with Wisconsin Telephone Co. adv. dept., to WOKY Milwaukee, as account executive. **Pat Klopatek,** formerly account executive, Barnes Agency, Milwaukee, named station copy supervisor. **Joan Skinner,** previously with WOKY-TV heads WOKY traffic dept.

Mark Workman named KDB Santa Barbara, Calif., account executive.

Helen Wood, vice president, Richard O'Connell Inc., N. Y., to WPAT Paterson, N. J., as account executive.

Leonard V. Kehl, salesman, KCSJ-TV Pueblo, Colo., to KLZ-TV Denver, in same capacity.

Frazier Thomas has moved his *Garfield Goose* children's program from WBKB (TV) Chicago to WGN-TV there.

Elizabeth Vaughan, women's personality, stars as Kay West of KEX Portland, Ore., *Coffee with Kay West* and *Kay West Show,* women's programs.

MRS. VAUGHAN

Ken Conant, head of guest relations dept., KTLA (TV) Hollywood, named junior publicist.

Larry Berrill, news director, KBIG Avalon, Calif., adds announcer duties on *Latin Holiday* and *Clete Roberts World Report,* both KCOP (TV) Hollywood.

Don Lamond, former producer-announcer, KERO-AM-TV Bakersfield, to KBIG Avalon, Calif., as announcer, succeeding **William Barnard,** transferred to KBIF Fresno.

Claude Evans, formerly with WKRG Mobile, Ala., appointed WDSU New Orleans announcer.

Dan Baxter, former instructor, Cambridge School of Radio & Tv, New York, to WVEC-AM-TV Hampton, Va., as sports announcer.

Farrell Smith, formerly with WIS-TV Columbia, S. C., to announcing staff, WMAZ-TV Macon, Ga.

Arnold Snyder, news director, WTTM Trenton, N. J., father of boy, Scott Lawrence, Feb. 27.

Robert G. Peters, chief auditor, WPTZ (TV) Philadelphia, father of boy, Kenneth Alan, Feb. 25.

Bernard Phaneuf, engineer, KNXT (TV) Hollywood, father of boy, Donald Harrison Farnsworth.

Jack Jennings, account executive, KHJ-TV Hollywood, father of girl, Jodie Ann, March 3. **Bill Brundige,** sportscaster, KHJ-TV, father of boy, March 2.

E. D. Rivers Jr., chairman of board, WEAS Decatur, Ga., father of girl, Maria Kells, Feb. 27.

Ralph A. Renick, news director, WTVJ (TV) Miami, elected treasurer, Greater Miami professional chapter, Sigma Delta Chi.

Merritt Hilliard, host, WGBS-TV Miami's *Fishin' Roundup,* appointed chairman, South Florida Wetlands Conservation Committee by National Wildlife Federation.

NETWORKS STRENGTHEN JUVENILE LURE

'Disneyland's' astounding success and the prospect of another strong competitor next fall in ABC-TV's 'Mickey Mouse Theatre,' spurs the major networks to blueprint ambitious schedules in a fight for the kiddie audiences during late afternoon and early evening.

SPURRED by the fabulous success of *Disneyland* on ABC-TV, the major networks have drawn plans for an all-out war to hold and expand the rich juvenile market.

NBC-TV in an effort to meet the imminent advent of a new ABC Disney program, *Mickey Mouse Theatre* (5-6 p.m. EST weekly, starting in the fall) will enlarge its *Howdy Doody* program to a full hour and change the format to include several additional stars, including Pinky Lee.

CBS-TV meanwhile is drawing blueprints for an ambitious daily lineup of children's programs in the 7:30-8 p.m. EST slots. This is part of the program redevelopment plan secretly projected at the special tv affiliates meeting held last month in New York.

CBS-TV is moving up its *Doug Edwards and the News* from 7:30 p.m. to 7:15 p.m. EST across the board, thus leaving the 7:30-8 p.m. EST period available for children's fare.

The network has already signed *Cohise, Apache Chief* in the Wednesday, 7:30-8 p.m. EST period. The network is also negotiating with General Mills for its *Lone Ranger* series (now running on ABC-TV and CBS-TV) and with National Biscuit Co. for *Rin Tin Tin,* currently on ABC-TV, Friday, 7:30-8 p.m. EST. Both advertisers are expected to decide on moves, if any, in about 10 days.

'Gunsmoke' May Be on Tv

CBS-TV is also discussing with Liggett & Myers the possibility of sponsoring a tv version of its radio series *Gunsmoke* in the 7:30-8 p.m. EST period. *The Perry Como Show,* heard three times weekly, and sponsored by Chesterfield, 7:45-8 p.m. EST, will go off the air. Meanwhile, NBC-TV is expected to present *Perry Como* in an hour-long variety show, Saturdays, 8-9 p.m. EST (see story, page 84) opposite the Jackie Gleason show on CBS-TV.

General Foods Corp. in a one time shot to capture the juvenile audience signed to present the *Roy Rogers World Championship Rodeo* starring Roy Rogers and Dale Evans, on NBC-TV, 8-9 p.m. EST on June 21. The show emanates from the Coliseum in San Antonio, Tex. Benton & Bowles, New York, is the agency.

Welch Grape Juice, long-time advertiser on the *Howdy Doody* program, is understood to be considering switching to the new *Mickey Mouse* series. Decision is expected through the agency, Kenyon & Eckhardt, New York, early next week.

'Peter Pan' Record Rating

FINAL count of viewers who watched "Peter Pan" on NBC-TV March 7, totaled 67,300,000—reportedly the largest audience ever to see a network television show. The figure was announced last week by A. C. Nielsen Co., whose survey showed the telecast received a 66.1 rating. The study also revealed that 43% of all American families saw *Peter Pan* with homes reached totaling 20,400,000. The Nielsen ratings do not include the "uncounted" audiences assembled at public places or at a number of parties arranged in schools and hospitals for the telecast.

Henry Starts NBC News Show

BILL HENRY last week joined the NBC news commentators' staff and began a regular series on NBC Radio on Wednesdays and Thursdays (9:55-10 p.m. EST). The program originates in Washington, where Mr. Henry has been a correspondent for more than a decade.

MR. HENRY

Mr. Henry started work in radio as a special events announcer in 1923 in Los Angeles, and has since worked as a newspaperman and a newscaster for several networks. Last fall he participated in the coverage of the national elections for NBC. He is a former president of the Radio Correspondents' Assn. in Washington and an official historian for the Olympic Games.

AB-PT EARNINGS UP, BUT NETWORKS LOSE

Goldenson says tv operation is reaching competitive plane, and added sponsors now will be reflected in earnings.

NET operating earnings of American Broadcasting-Paramount Theatres Inc. in 1954 increased slightly over 1953 but the ABC division operated at a "slightly larger loss" than in the preceding year.

These highlights were provided in an annual report distributed to stockholders last week by Leonard H. Goldenson, AB-PT president. In his comments on the broadcasting operations, Mr. Goldenson offered this analysis:

"ABC has made substantial progress during the year [1954], gaining greater audience and sponsor acceptance as a major network. Higher television network operating and program costs offset the profits from radio and ABC's five owned stations, and resulted in loss for the year. However, the network is now beginning to benefit from the better programs and improved station clearances.

"Its *Disneyland* show, which reaches an estimated weekly audience of 45 million people and is carried over 150 stations, has, since its inception in the fall of 1954, rated as one of the top programs on television. With new programs being readied for the coming year, including a daytime children's show to be produced by Walt Disney, we feel that ABC is on its way toward realizing its true potential as a profitable division of the company."

Total income of AB-PT for 1954, Mr. Goldenson said, rose to $188,796,000 from $172,196,000 for the preceding year, and net operating earnings after taxes were $4,722,000, or $1.06 per share of common stock, compared with $4,480,000, or $1 per share of common stock in 1953.

The company's financial position was characterized by Mr. Goldenson as continuing "strong." Working capital was up slightly at $26,080,000, he said, and theatre capital expenditures were $5,862,000, of which $2,748,000 was for new wide screen and sound equipment. ABC capital expenditures of $3,355,000, Mr. Goldenson said, were principally for the increased transmitting power equipment for its five owned tv stations, renovation of the ABC center in San Francisco and other physical improvements. He reported that depreciation increased from $7,466,000 to $8,390,000 in 1954, and added that capital expenditures are expected to be "much smaller" in 1955.

The ABC loss was described by Mr. Goldenson as being "a reflection of the necessary expenditures to develop the tv network from a secondary to a competitive place." He predicted that "from this point on, each sponsored program should have a beneficial effect upon the earnings of the division."

He stated that progress was made during the year on strengthening the program structure and improving station clearances, citing the winning of six "Emmy" awards by ABC as evidence of its "continued growth despite keen competition." Other advances, he said, were made at the five owned tv stations, where the installation of increased transmitter power equipment has been completed, affording better reception, extending the coverage and improving the value of these stations to advertisers.

Mr. Goldenson reported that ABC Radio gross billings held close to 1953 levels. He said radio has continued to "show vitality, as well as its ability to deliver advertisers results consistent with its costs." The radio set sales in 1954 and in previous years, Mr. Goldenson added, attest to its strong public appeal.

Color tv, Mr. Goldenson observed, is expected to attract many new advertisers and provide additional revenues. He said that ABC is "carefully studying developments in this field and will participate in color broadcasting when the number of sets in circulation is sufficient to warrant its use by advertisers."

Repeat of Radio-Tv Success Forecast for Color Television

THE PATTERN of boosting the American economy and consequently helping to raise the standard of living that was set by the advent of radio and followed by tv in the post-World War II period will be repeated by color tv when it is "harnessed to the sale of goods and services."

This prediction was made March 25 by Harry Bannister, NBC's vice president of station relations, in a speech before the National Convention of Electrical Women at the Hotel Statler, Detroit.

Color tv, Mr. Bannister said, "will explode the American economy to a new high" and "markedly affect the standard of living, raising the old levels and broadening the base."

The medium's "vividness and its power to interest and convince," he said, "will move more goods than anything hitherto known."

Herro to MBS Sales Post

APPOINTMENT of George P. Herro, for the past 10 years publicity and promotion manager of Mutual's Midwest Div., as an account executive in the Chicago office was announced last week by Carroll Marts, director of midwest operations. Elizabeth Troughton, assistant to Mr. Herro for the past two years, has succeeded him in the publicity and promotion post.

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NBC-TV GETS NCAA '55 FOOTBALL RIGHTS

NBC-TV has acquired the rights to the 1955 National Collegiate Athletic Assn. series of eight national football telecasts for a price understood to total about $1.3 million.

The announcement that NBC-TV had been awarded the rights to the games was made in New York on March 26 by E. L. Romney, chairman of the 1955 NCAA Tv Committee and commissioner of the Mountain States Conference. The committee had weighed bids from other television networks and from agencies and sponsors before selecting NBC-TV.

NBC-TV's national rights cover football games on seven Saturday afternoons and an additional contest on Thanksgiving Day. Under the NCAA's "national-regional" plan [B•T, March 28], five dates are set aside for regional telecasting. A spokesman for the NCAA Tv Committee told B•T last week that discussions currently are underway by individual colleges and conferences to grant rights for the regional dates.

The NCAA tv football series was on ABC-TV last year, and that network has acknowledged it sustained financial losses on the telecasts since it had not been able to obtain a single national sponsor but had sold the package on a participating basis. NBC-TV presented the series in 1951 under the sponsorship of Westinghouse Electric Corp., and in 1952 and 1953 for General Motors Corp.

Pacific Conference Moves To Adapt NCAA Tv Policy

THE PACIFIC Coast Conference tv and radio committee was authorized last week to develop a program for live football telecasts "within the scope and pattern of the National Collegiate Athletic Assn. formula" [B•T, March 28].

The NCAA formula, in general, provides that games may be televised on a regional basis five times during the 1955 season. On seven other Saturday afternoons and on Thanksgiving day, a national game-of-the-week will be televised.

"The conference favored televising on a regional basis throughout the season," said PCC Commissioner Victor O. Schmidt in Los Angeles. "The NCAA formula allows considerably less, but it does present some new possibilities in bringing college football to the television audience which the conference wishes to explore."

Last week's action also authorized the PCC radio-tv committee, headed by Alfred R. Masters of Stanford U., to develop a conference tv policy for the 1955-56 basketball season.

MBS' Stock News Show

DESIGNED to capitalize on the growing interest of the average person in stock investments, a program will be launched on Mutual today (Monday) titled *America's Business* (Mon.-Fri., 5:45-5:50 p.m. local time). A Mutual spokesman believed it was the first network-wide radio show covering business news. The program will be prepared and written by the business news staff of the *Chicago Tribune* and broadcast by Bruce MacFarlane. It will cover major business news, stock activities, and commodities and credit developments as they affect the average American.

ABC to Open Parley Today With Owned-Outlet Executives

EXECUTIVES of ABC's nine owned radio and tv stations will convene in New York today (Monday) for a two-day meeting to discuss station operations and their integration with network operations for the 1955-56 season.

The opening session will be attended by Leonard H. Goldenson, president of AB-PT. Robert E. Kinter, ABC president, will open each day's session. Harold L. Morgan Jr., vice president and controller, will preside over the joint meetings and the television sessions. Jason Rabinovitz, assistant controller, will preside over the radio sessions.

Attending from New York: Michael Renault, acting general manager of WABC; Ted Oberfelder, vice president and general manager, WABC-TV, and Ardien B. Rodner, program manager, WABC-TV; from Detroit: James Riddell, president and general manager, WXYZ-AM-TV; Harold Christian, vice president, WXYZ, and John Pival, vice president, WXYZ-TV; from Chicago: Sterling C. Quinlan, vice president in charge of WBKB (TV), and Matthew Vieracker, treasurer, ABC Central Div.; from Los Angeles: John S. Hansen, manager, KABC; Selig Seligman, general manager, KABC-TV, and Elton Rule, sales manager, KABC-TV; from San Francisco: James H. Connolly, vice president in charge of the San Francisco office, and David Sacks, sales manager, KGO-AM-TV.

WTVY (TV) Joins CBS-TV

AFFILIATION of WTVY (TV) Dothan, Ala., with CBS-TV was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The contract is part of the network's Extended Market Plan designed to bring network tv to small market stations. The EMP list now numbers 21 stations. WTVY, on ch. 9, is owned and operated by Alabama-Florida-Georgia Television Inc.

Nine Colorado Stations Form Columbine Network

FORMATION of the Columbine Network composed of nine Colorado radio stations with headquarters in Denver was announced last Friday by the management of the stations.

Columbine Network assumes the name of a former Colorado regional organization. It will cover 1.3 million of the state's 1.5 million people, the announcement said. The stations range in power up to 5 kw.

Columbine officers are: George Cory, KUBC Montrose-Delta, KRAI Craig and KSLV Monte Vista, president; Dale G. Moore, same stations, vice president, and Ed E. Koepke, KMYR Denver, general manager. In addition, Robert Kittleson, formerly of KUBC, is sales manager.

Other Columbine member stations are: KYOU Greeley, KVOR Colorado Springs, KGHF Pueblo, KFXJ Grand Junction and KGLN Glenwood Springs.

Central offices are at Denver's Arneill Bldg.

ABC, NBC, NABET Contract Awaits Union Ratification

ABC AND NBC and the National Assn. of Broadcast Employes & Technicians (CIO) reached agreement on a new contract last Monday and the proposed contract was submitted to the membership of the union for ratification. Final action is expected this week.

In a statement from George Maher, executive secretary of NABET, and officials of the two networks, it was pointed out that the agreement would run until Jan. 31, 1958. This latest contract proposal is the third to be formulated; two others had been rejected by the membership of the union.

Though details of the contract were not available, it was reported that agreement had been held up because of dispute over wage scales of non-technical employes, jurisdiction over tv film production and editing, a job security provision and a pension plan at ABC.

Como Switches to NBC-TV

NBC-TV has signed a 12-year contract with Perry Como, who will appear on a new hour-long NBC-TV variety show (Saturdays). Although unannounced, it was understood that the time period would be 8-9 p.m. Saturdays opposite CBS-TV's Jackie Gleason.

The contract was described by NBC as "one of the largest financial deals in the history of television" and was signed by Thomas A. McAvity, NBC-TV vice president in charge of the television network, and Thomas G. Rockwell, president of General Artists Corp., agency for Mr. Como. Mr. Como will conclude his present three times weekly program on CBS-TV, sponsored by Chesterfield, July 1.

The new hour-long program will go on the air in October. Three sponsors will be sought.

NETWORK PEOPLE

Jack Smight, producer-director, NBC-TV *One Man's Family,* to NBC-TV New York as director of *Philco Tv Playhouse.*

Caroline Burke, producer-director, NBC-TV, to teach "Introduction to Television Production & Direction," fifth annual Summer Institute of Radio-Tv, Barnard College, N. Y., presented in collaboration with NBC, June 27-Aug. 5.

Ted Bergmann, managing director, DuMont Television Network, hospitalized in New York for treatment of a gastric condition; expected to be back at office late this week or early next week.

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PAY-TV OPPONENTS MARSHAL FORCES

Newly formed Organizations for Free Tv join with Committee Against Pay-As-You-See Tv in retaining John V. L. Hogan and Hogan Labs Inc. as engineering counsel in fight against subscription television.

OPPONENTS to subscription tv took new organizational moves last week.

Formed Tuesday in New York was Organizations for Free-Tv made up of "regional and state tv station operators," veterans organizations, local, county and state retail associations, hospital service groups, and various other organizations including theatre operators and restaurant owners.

MR. HOGAN

In announcing the formation, spokesmen also said an "information center" to assist various organizations throughout the country which wish to make known their views to the FCC has been set up at 608 Fifth Ave., New York.

On Wednesday, that organization and another, the Committee Against Pay-As-You-See Tv, announced they had jointly retained John V. L. Hogan and Hogan Labs Inc. The Hogan firm will act as engineering counsel and conduct research and prepare studies into technical aspects of petitions now before the FCC seeking adoption of subscription tv, it was explained.

Co-chairmen Alfred Starr and Trueman T. Rembusch of the Committee Against Pay Tv said they were "confident" that Mr. Hogan and his firm would "develop information that will be most useful to the Commission."

Mr. Hogan's findings will be filed with the FCC by the committee's legal counsel, Marcus Cohn of the Washington law firm of Cohn & Marks. Along with the engineering studies, an economic analysis being prepared by Dr. Dallas Smythe of the U. of Illinois, also retained in consultant capacity, will be filed with the Commission.

The Organizations for Free-Tv, which actually is working together with the Committee Against Pay-As-You-See Tv, said its member groups have been sent "preliminary studies" showing that conversion of tv sets for "decoders" to unscramble subscription-tv signals "would impose a severe economic hardship on the viewing public running into hundreds of millions of dollars." A survey is being made, it said, on weekly and annual program costs under the proposed subscription tv systems.

OFT, asserting that diversion of "free tv" channels to the fee system would not be in the public interest and that it would mean an eventual disappearance of commercial sponsorship, said it will conduct "educational" campaigns on the local, regional and state level.

Anti-Toll Tv Committee Promised Turn on 'Omnibus'

CBS-TV's *Omnibus* on March 27, dealing with toll television, prompted a protest from the Committee Against Pay-as-you-See Tv and a subsequent reassurance that the network will schedule another program to insure full treatment of the committee's viewpoint. The show is produced by the Radio-Tv Workshop of the Ford Foundation.

The committee protested by telegram to CBS-TV and the Workshop, claiming that a film sequence of George Storer, president of Storer Broadcasting Co., and an opponent of pay-as-you-see tv, was faulty and could not be seen or heard as clearly as films of proponents of toll tv.

Robert Saudek, director of the Workshop, acknowledged that the sequence in question was of "somewhat inferior recording quality" but insisted it was "sufficiently intelligible to me." Frank Stanton, president of CBS, agreed in a telegram that the committee's viewpoint had not been given "full justice" and suggested that another program be scheduled after April 10 in the same period, with Mr. Storer invited to present his views.

The committee last Wednesday recommended to Mr. Stanton that another program be set for April 24, pointing out that May 9 is the current deadline for filing reports with the FCC on the question of subscription tv.

75 Stations Sign Contracts For New RCA Thesaurus Plan

SIGNING of 75 local radio outlets for "Shop at the Store with the Mike on the Door," new local radio promotion and merchandising plan recently announced by RCA Thesaurus ([B•T, March 21] was reported last week by the transcription firm.

By participating in the plan a station receives voice tracks recorded by well-known stars plugging the overall theme of the promotion. Sponsors are supplied with decals carrying station call letters which signify that the store displaying the emblem is a member of "Shop at the Store with a Mike at the Door."

Thesaurus is also furnishing stations with sales brochures that outline the plan as well as a 25-page "operating manual," which gives details and offers suggestions on how the plan can be exploited locally. Stations also receive promotion kits containing spots, photos, publicity stories, ad mats and tie-in art.

CARE Liked 'Album' C-C; 415 Pay to See in L. A.

SATISFACTION of CARE Inc. with the closed-circuit telecast of the American National Theatre & Academy's *Album of Broadway* by the DuMont Television Network was expressed by Paul Comly French, executive director of the relief organization, who termed the telecast "an unusual marriage for television, theatre and charity."

The telecast last Monday, created by ANTA, was sponsored by CARE. All television facilities, including the producer, director and theatre, were made available for the telecast by DuMont, Mr. French said. The show was seen in 31 theatres throughout the country.

Net proceeds from the ANTA show, which is an annual theatrical event, will be divided between CARE and ANTA.

Only 415 persons paid the $5-to-$10 admission to see the ANTA closed-circuit tv showing from New York in the Fox Wilshire Theatre, Los Angeles.

PROGRAM SERVICE SHORTS

Song Ads Co., radio-tv singing jingle firm, and **Peter Randell,** theatrical agent, both Hollywood, have formed Randell-Song Ads Productions to produce live music-quiz program, *Story Behind*

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As one of the nation's pioneer stations, WHBF radio has for 30 years progressed with the desires of its growing audience—WHBF-TV since 1950. Both offer you the experience, power, popularity and audience for successful selling in the prosperous Quad-City market.

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Quad-Cities' favorite
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TELCO BUILDING, ROCK ISLAND, ILLINOIS
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Your Song, featuring pianist-humorist **Oscar Levant** and a guest panel.

Alvin E. Unger, vice president in charge of of sales, Frederic W. Ziv Co., N. Y., announced last week that the *Eddie Cantor Show,* radio series packaged by Ziv, has been sold in a total of 114 markets. Program is for sale on a spot, single half-hour unit or across-the-board basis.

Oertel Brewing Co. (Oertel's beer), Louisville, Ky., through M. R. Kopmeyer Co., same city, and **P. F. Peterson Baking Co.** (Peter Pan and Betsy Ross breads), Omaha, through Allen & Reynolds Adv., same city, name Song Ads Co. (radio-tv singing commercials), Hollywood, to create radio-tv spot announcement series.

Wayne Steffner Productions, Hollywood, has syndicated radio program, *Art Baker's Notebook,* starting on WKY Oklahoma City, KOMO Seattle, KEX Portland (Ore.), KARM Fresno (Calif.) and KCRA Sacramento, Calif., bringing total stations to 20.

PROGRAM SERVICE PEOPLE

Ervin J. Brabec, MCA, N. Y., elected vice president and will direct firm's industrial div.

Frank Mullen, former NBC executive vice president and former president, Vitapix Corp., Hollywood; **Mrs. Florence Mullen,** former executive assistant to Brig. Gen. David Sarnoff, RCA-NBC board chairman and **Allen Buckley,** former ABC-TV executive, form Mullen-Buckley Corp., Hollywood tv and business management consultants, with offices at 8949 Sunset Blvd. Telephone: Bradshaw 2-1764.

Fred Darwin, announcer, WPAT Paterson, N. J., forms Broadcast Coaching Assoc. (disc m.c. school), 1697 Broadway, N. Y.

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RCA ASKS FOR ANTITRUST DISMISSAL, SAYS PATENT LICENSES AID GROWTH

Electronics manufacturer denies all allegations in the Justice Dept. suit. Firm says its licenses contain no restrictions and that they are granted to competitors on reasonable terms. It says electronics leadership is 'by example, not by control.'

ASSERTING that its patent licensing policies have aided the growth of the electronics industry, including radio and tv, RCA last week moved for dismissal of a government civil antitrust suit of last November [AT DEADLINE, Nov. 22, 1954].

The Justice Dept. suit, pending in U. S. District Court in New York, had attacked RCA's patent system and practices. It charged RCA with monopolizing and conspiring to restrain competition in the radio-tv licensing business.

RCA called the government's request for relief "unreasonable, unnecessary and contrary to the public interest." In its brief, filed with the court by John T. Cahill of the New York law firm of Cahill, Gordon Reindel & Ohl, RCA denied all allegations in the Justice complaint that had charged violation of the Sherman Act.

RCA said its electronics leadership has been "by example, not by control in any way, shape or form" and if it had been "followed, it is because RCA's courage, vision and foresight have been right and RCA has acted in the best interests of the industry and the public, and not through any dominance, restraint or control."

Allegations that RCA engaged in "package licensing" or had compelled prospective licensees to accept licenses under more patents than they wanted, the brief declared RCA "grants patent licenses to competitors and others on reasonable and non-discriminatory terms and without restriction."

Licenses from RCA, the brief asserted, "contain no restrictions as to price, quantity, territory, or anything else, require no minimum royalty, and are offered under any one or more patents and for any apparatus as may be desired by any prospective licensee.

RCA Royalties Reduced

"RCA's present royalty rates are further reduced, now being only ½ of 1% for radio broadcast receivers using tubes, 1⅛% for radio broadcast receivers using transistors, 1¼% for black-and-white television receivers, 1¾% for color television receivers, 1¼% for electron tubes other than color tubes, 1¾% for color tubes, 2% for color television commercial apparatus except government apparatus, 1½% for other commercial apparatus except government apparatus, and 1% for all commercial apparatus manufactured for government use."

RCA, in discussing patents and rates, also made these points:

- Its license agreements provide for various deductions "which make the actual rates even lower." Royalty rates are based on the manufacturer's selling price, and when applied to retail selling prices to the public, rates are "substantially cut in half."
- Its royalty rates "compare most favorably with those of other licensors" both within and outside of the electronics industry. In return, licensees can obtain a license "under, or using, any one or more patents under which RCA has the right to grant licenses." This policy has resulted in RCA licensees having "complete freedom to manufacture apparatus in competition with RCA under any and all patents available to RCA. . . ."

To substantiate its statement that no restraint of industry is involved in the suit, RCA detailed the rapid progress of the electronics industry, the appearance of large numbers of independent companies making and selling tv receivers in open and active competition with RCA, and increases of receiver sales. RCA said it "admits that more people buy RCA television receivers than any other make of television receiver and that more station owners buy RCA television transmission equipment than any other make." But, the brief asserted, in all categories of radio and tv equipment, "intense and effective competition" exist.

In its suit, the Justice Dept. had charged that since 1932 RCA had attempted to monopolize radio-tv research, patent holdings, patent acquisition and issuance and exchange of radio-tv patent licenses.

Charges Refuted

RCA denied each of these allegations. The firm contested the complaint on research by noting that it had spent more money on research and development during 1951 than it had received in royalty payments that year and under its patent licenses had made "available" the results to its "competitors and others on reasonable and non-discriminatory terms and without restriction or additional charge." Additionally, RCA listed "many other substantial competitors" which have large resources for research and development in the radio and tv field.

RCA also pointed out that it had spent more than $50 million on development, research and promotion of black-and-white tv before realizing any profit from its expenditures and a like amount on compatible color. RCA said it is still pioneering color tv activities at a "substantial loss."

In its brief, RCA said it admitted that "substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed by RCA." But, it said, its policy of licensing patents to competitors and others "on reasonable and non-discriminatory terms and without restriction" helped increase the number of tv receivers in public hands and to a continued lowering of their price.

Explaining the cross-licensing by RCA, the brief traced the history of the corporation when it was formed in 1919 at the urgence of the government and the setting up then of patent cross-licenses with General Electric, American Telephone & Telegraph Co., Westinghouse and others.

These cross-licenses, RCA said, were to free the industry, for without them it would have been "paralyzed by conflicting patent holdings and endless patent litigation." Also cited was the consent decree of the '30s which provided for GE, AT&T and Westinghouse to dispose of stock in RCA and for new cross-licenses to be drawn up.

The agreements were reaffirmed by the courts in 1942, RCA said, as the best way to continue the growth of a competitive radio-tv industry free from restraint. As recently as last year, RCA said, the court reasserted that the cross-license pacts were approved by the consent decree.

RCA declared: "These agreements expired by their terms on Dec. 31, 1954, so far as new inventions are concerned. Yet the complaint filed only six weeks before this expiration is an attack on these very agreements which were recommended and stated to be in the public interest by the government in 1932."

In its brief, RCA averred that the complaint failed to state a claim upon which relief can be granted. It said that "each and every claim for relief proposed to set forth in the complaint is barred by the doctrine of *res judicata*.

RCA Plea to Postpone Chicago Trial Denied

RCA appeal to the Supreme Court to force postponement of the Chicago $16 million, treble-damage, antitrust suit by Zenith Radio Corp., was denied last week. The Supreme Court, in a brief order, rejected the appeal.

This paved the way for resumption of the multi-million dollar suit in the Chicago Federal Court [B•T, Nov. 22, 1954, *et seq.*]. Pending is a similar suit in Delaware Federal Court. RCA's contention was that the Delaware trial should be held first. Both suits involve RCA patents and licensing arrangements.

Former Democratic Presidential candidate Adlai E. Stevenson represented RCA in the appeal. It was Mr. Stevenson's first case before the Supreme Court since the 1952 elections.

Stromberg-Carlson Sales Decline; Net Earnings Up

NET SALES for all divisions of Stromberg-Carlson Co., Rochester, N. Y., declined to $63,509,429 in 1954 from $65,241,861 in 1953, but net earnings rose to $1,981,754 from $1,667,308 in 1953, according to the company's annual report made public last week.

After provision for preferred dividends, the report states, net earnings per common share amounts to $3.65 on each of the 509,115 shares, as compared to $3.40 on each of the 484,551 shares outstanding at the end of 1953.

The radio-television division during 1954 shipped 31% more television receiver units than in 1953 and sold them at approximately $50 more per unit than the industry average, it was reported.

In the broadcasting phases of the company's operations, the report said, WHAM-TV Rochester switched channels from 6 to 5, accompanied by an increase in power to 100 kw.

Two Cuba Tv Networks Install RCA Transmitters

TWO RCA television transmitters are being installed at the key stations of Television Nacional and CMQ-TV networks in Havana, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Div.

The transmitters, raising to seven the total number of RCA-built tv transmitters in Cuba, will be installed in the same building and share the same tower facilities. Mr. Brunet noted that Havana, with five stations, has more than any city outside the U. S. Four of these stations, he said, have been built by RCA.

Mr. Brunet reported that both Television Nacional and CMQ-TV are expanding tv network services to their other stations in Santa Clara, Camaguey and Santiago de Cuba.

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PROVIDES ...

1. Unexcelled performance—an AM transmitter with performance characteristics that approach the requirements of FM broadcasting.
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GE Conferences Highlight Basic Tv Lighting Problems

FUNDAMENTALS of black-and-white tv, color tv and studio lighting will highlight two 2-day Tv Studio Lighting Conferences to be held in the General Electric Lighting Institute at Nela Park, Cleveland, April 4 through 7.

Discussions and demonstrations will be presented by GE lighting specialists and guest speakers from tv stations. Special attention will be focused on studio lighting problems and their solutions.

The clinics will be conducted in a model demonstration studio which will have a 65 kw connectable lighting load. Black-and-white and color tv cameras will take pictures of the actual lighting situations created. These will be monitored so that the relative values of the lighted sets can be compared. Climax of each of the two conferences will be a session devoted to progress in color tv.

GE Appoints Beldon

APPOINTMENT of Jack S. Beldon as manager of marketing for the radio-tv department of General Electric Co., Syracuse, N. Y., was announced last Friday by Herbert H. Riegelman, general manager of the department. He replaces Eugene F. Peterson, now manager of International General Electric Co.'s consumer goods export department.

Mr. Beldon joined GE in 1953 handling special assignments in the company's marketing operation in New York.

RCA Cuts Vidicon Price

REDUCTION in the retail price of the vidicon television camera tube (RCA-6198) from $345 to $315 was announced last week by Lee F. Holleran, general marketing manager of the tube division, RCA. This marks the second reduction since commercial introduction of the tube in 1952.

The reduced price was made possible, Mr. Holleran explained, because of "constantly increasing applications of the vidicon.

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4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast
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Electronic Typesetting

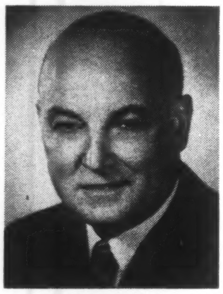
NEW DEVICE seen futuristically as an electronic means of typesetting has been developed by RCA. The new product was described as an electron-image tube that can translate coded signals from tape, keyboard or radio into clearly defined letters and figures at a speed of up to 100,000 words per minute for high-speed photographic recording.

When it achieves commercial form, an RCA spokesman said, its initial application is likely to be in electronic message transmission and computing systems. Further development is expected to fit it for wider application in general printing. The new tube was developed by Warren H. Bliss and John E. Ruedy under the supervision of C. J. Young and Dr. G. A. Morton of the technical staff of RCA's David Sarnoff Research Center.

New Microphone Developed

ELECTROVERT Inc., New York, has announced the introduction of a new microphone, designed especially for tv and motion picture studios. Unique feature, according to Gustav Szabo, vice president, is its built-in low frequency equalizer which automatically eliminates "rumble and hum." The new microphone will be sold and serviced by Camera Equipment Co., New York.

MANUFACTURING PEOPLE



MR. BURNS

Matthew D. Burns, general manager, electronic tube operations, Sylvania Electric Products Inc., N. Y., elected vice president of the company.

Douglas Wallace, assistant vice president, Graybar Electric Co., N. Y., elected vice president.

Robert L. Jablonski, western district sales manager, Hoffman Electronics Corp., L. A., radio-tv set manufacturers, named national service manager.

A. H. Jackson, sales manager, tower dept., equipment div., Blaw-Knox Co., Pittsburgh, named general manager, division's engineering and development dept. **Robert A. Troman,** assistant sales manager, tower dept., promoted to sales manager of dept.

CKNW Sale on Heavy Agenda Facing CBC Board April 15

BOARD of governors of the Canadian Broadcasting Corp., to meet in Ottawa on April 15, will consider a number of important transfers of ownership in radio stations, applications for four new radio and two new tv stations and changes in some CBC regulations.

The Canadian inter-provincial Rugby Football Union is asking the CBC board to change regulations permitting reconstruction of play-by-play broadcasts of sporting events. The new regulations would require permission from the participating organizations and clear identification every 15 minutes that the broadcast is reconstructed.

New tv licenses are being requested by CJOC Lethbridge, for ch. 7 with 102.8 kw video and 57.7 kw audio, and by CFCY Charlottetown, for ch. 13 with 21 kw video and 12.5 kw audio.

Am licenses are being applied for by Greg-May Broadcasting Ltd., at Lindsay, Ont., for 1 kw on 910 kc; John William Pellie, at Smith Falls, Ont., for 250 w on 1070 kc; Jean Lalonde, at St. Jerome, Que., for 1 kw on 900 kc, and Phillip Bodnoff, at Weyburn, Sask., for 250 w on 1340 kc.

Control of CKNW New Westminster, B. C., 5 kw station on 1320 kc, has been sold for an undisclosed sum to the Southam Co. Ltd., Vancouver, subject to CBC board approval. New controlling ownership also owns daily *Vancouver Province;* shares in CFAC Calgary and *Calgary Herald;* CJCA Edmonton and the *Edmonton Journal;* CKOY Ottawa, and CHCH-TV Hamilton, through CJSH-FM Hamilton and the *Hamilton Spectator*.

William Rea Jr., president of International Broadcasting Co., which relinquishes CKNW, said that the sale was for reasons of personal health. Following a fire at CKNW in May of last year, Mr. Rea collapsed and since then has been recuperating in California. Bill Hughes has been managing CKNW. No changes in personnel or program policy are planned by the new owners.

Transfer of control also is being requested for CKOV Kelowna, B. C.; VOCM St. John's, Nfld., and CFDA Victoriaville, Que.

CKRD Red Deer, Alta., is asking for a change in frequency from 850 kc to 1440 kc with 1 kw power.

Dunton Says Union Demands Prevent Program Exchange

CANADIAN entertainment unions are pricing themselves out of the U. S. market by seeking large extra payments for Canadian Broadcasting Corp. programs requested for U. S. networks, it was indicated last week. A. D. Dunton, CBC board chairman, told the Canadian Parliamentary Committee on Broadcasting at Ottawa on March 24 that Canadian talent and

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)... BILL PIERCE
•Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
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*November 1954

creative work is not being heard outside Canada because of such union demands.

Mr. Dunton told the members of the Canadian Parliament that exchange programs from the U. S. carried on Canadian radio networks and television stations carry no such extra payments. He said Canadian unions want CBC, U. S. networks or individual U. S. stations to pay talent costs for programs originating in Canada and that this is keeping programs from being sent as exchange features to U. S. networks.

He also pointed to agreements with musicians unions which require stand-by orchestras when amateur musicians are used, although the union musicians do nothing. CBC was asked by the committee to report how much was paid union musicians in the past year for stand-by purposes. Mr. Dunton was asked what action the unions would take if the CBC tried to use amateur performers without stand-by payments. He told the committee that although the word "strike" was never used, the CBC had been told forcibly and at some length that the musicians union would not have the services of its members available to the CBC.

Mr. Dunton also said that it was difficult to obtain enough good Canadian scripts for tv dramatic programs, even though every effort was being made to encourage Canadian writers.

European Set Count Shows British Domination in Tv

OF THE 3,742,000 tv receivers in use in Western Europe at the end of 1954, 3.5 million are in the British Isles—leaving 242,000 for the eight countries on the Continent.

This information was reported by the Bureau of Foreign Commerce of the Dept. of Commerce in a trade information service pamphlet entitled "Foreign Television Development" (Part 4, No. 55-2).

Inadequate revenue for programming and technical development and the present high cost of receivers were cited as the two major drawbacks to more rapid expansion of tv in Europe.

During the first experimental Eurovision telecast—linking eight countries in a single telecast—18 programs were televised, the study reported. The international hookup took place during the period from June 6 to July 4, 1954, and linked Italy, Switzerland, West Germany, Denmark, Netherlands, Belgium, France and Great Britain.

CBC Promotes Three

THREE SENIOR administrative changes at the Canadian Broadcasting Corp.'s head office in Ottawa have been announced.

Marcel Carter, director of personnel and administrative services, has been appointed executive assistant. His new post will be the coordination of radio and integrated services. C. E. Stiles, with CBC and its predecessor since 1933, becomes director of personnel and administrative services. Kenneth M. Kelly, with CBC since 1939 and for past year planning and development officer in the personnel and administrative division, has been appointed assistant director of the division.

Tv Set Sales Up in Canada

IN the first two months of 1955 a total of 111,386 tv receivers valued at $35,331,344 were sold in Canada, compared to 73,675 sets in the same period of 1954, according to the Radio-Television Mfrs. Assn. of Canada.

JCET APPOINTS JORGENSEN HEAD

JOINT COMMITTEE on Educational Television, meeting in Washington last week, chose as chairman at its annual election Dr. Albert N. Jorgensen, president of the U. of Connecticut and the JCET representative of the National Assn. of State Universities.

The organization, beginning its fifth year of activity, named as vice chairman Dr. Edgar Fuller, executive secretary of the Council of Chief State School officers.

JCET also announced that the American Assn. of School Administrators has been added to its membership. Dr. Worth McClure, AASA executive secretary, will represent the group on the JCET.

NBC-TV Operas Are for All, Stanley Tells Chicago Meet

NBC-TV operas in English are creating an "exciting new art form" in line with the network's objective to assume a social responsibility to the entire American population and not just cultural groups, Edward Stanley, NBC manager of public service programs for radio-tv, said March 25 in a speech before the Chicago Area Educational Television Conference at the Illinois Institute of Technology. He charged wide exposure of cultural fare by radio-tv is often resented by some "intellectuals," and claimed the recent NBC-TV production of *Peter Pan* demonstrates it is possible to make "something spectacularly fine" available to the American people. Mr. Stanley spoke on "educational programming for networks."

In another talk, Harry K. Newburn, director of the Educational Television & Radio Center, Ann Arbor, Mich., asserted the educational tv movement is "beset with problems of all kinds and descriptions." Among trouble spots he cited (1) failure of community-type stations to resolve hardships in organization and long range support; (2) delays in delivery of equipment; (3) problems of staff members in learning operation of equipment and inexperience of station personnel, and (4) difficulties of producers in coordinating the work of teacher with that of professional.

Weed Scholarships Announced

THE WEED Broadcasting Scholarship, established by Joseph Weed, president of Weed & Co., station representative, for students applying radio and tv to a major field of study at Iowa State College, Ames, has been announced by WOI-TV there, station owned by the college. The scholarship, an annual award of $500, will be presented to a senior or graduate student now enrolled at an accredited school.

Applications, to be submitted prior to May 2, may be obtained from Richard B. Hull, Director of Radio-Television, Iowa State College.

WIBW Awards Scholarships

SCHOLARSHIPS worth $250 have been presented to two Kansas State College students by WIBW Topeka for their 4-H Club achievement, leadership and community service, J. Harold Johnson, state club leader, has announced. The winners are Jane Mills, freshman in elementary education, and Sylvester Nyhart, freshman in speech.

ACL MASTER MONITOR permits critical supervision of video signals

The new ACL Master Monitor — of proven design — based on exhaustive operational field tests over the past year, provides quality picture and waveform presentation with excellent viewing in high ambient light.

TYPE M-16
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Check these features of the ACL Master Monitor!

✓ 1. Stabilized pulse cross presentation providing expanded and reversed polarity display.
✓ 2. Interchangeable CRO calibration scales featuring edge-lighting and zero parallax
✓ 3. 2% CRO calibration accuracy
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✓ 7. Designed for counterbalanced mounting in console housing (ACL Type CH-3A optional)
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✓ 9. Type M-16 Master Monitor, $2150.00 net

This versatile unit is now available for prompt delivery. For the best value in performance and serviceability check with ACL *first.*

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TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORY
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KANS, WBZ-TV WIN GOLD MEDAL AWARDS

Wichita and Boston stations receive top public service awards in fire safety and fire prevention from National Board of Fire Underwriters.

GOLD Medal Awards of the National Board of Fire Underwriters, New York, have been won by KANS Wichita, Kan., and WBZ-TV Boston for outstanding public service in fire prevention and fire safety during 1954. Winners were announced last Thursday by J. Victor Herd, president of the National Board and executive vice president of the American Fore, group of insurance companies. *The Kalamazoo* (Mich.) *Gazette* and *Illinois Valley News*, Cave Junction, Ore., also received gold medals.

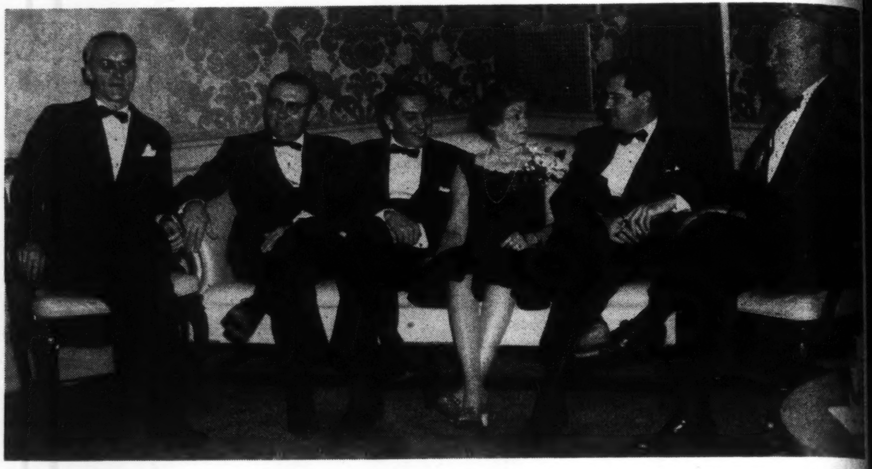
In addition to the gold medal winners, recipients of honor award citations in the radio classification were: WOWO Ft. Wayne, Ind., first honor award citation; WHO Des Moines, Iowa, second honor award citation; WHLM Bloomsburg, Pa., honor citation, and WMUB (FM) Oxford, Ohio, honor citation.

Television stations that were cited were: WMAR-TV Baltimore, first honor award citation; KTTS-TV Springfield, Mo., honor award; WFMY-TV Greensboro, N. C., honor award, and WHAM-TV Rochester, N. Y., honor award.

Among the six honor awards in the daily newspaper category were the *Twin City Sentinel* (WSJS-AM-TV), Winston Salem, N. C.; and *Memphis* (Tenn.) *Commercial Appeal* (WMC, WMCF [FM], WMCT [TV]).

Mr. Herd announced that presentation of awards is usually made at a civic function in the recipient's community. A gold medal went to KANS for a campaign which included the preparation of original recorded safety jingles sent to all radio stations in the state and outside activities beyond the limits of Kansas.

WBZ-TV merited the award, Mr. Herd said, for the production of an original film entitled *Cry in the Night*, which was concerned with the safety of portable heaters. The film was made available to outside organizations as a public service.



GATHERED prior to the March 25 presentation of the Alfred I. duPont Awards in Washington's Mayflower Hotel [B•T, March 28] are (l to r): O. W. Riegel, curator, Alfred I. duPont Awards Foundation, and professor of journalism, Washington & Lee U.; Merle Tucker, owner of KGAK Gallup, N. M., winner of the small station award; Victor Sholis, vice president-director WHAS-AM-TV Louisville, winner of large station award; Mrs. Alfred I. duPont; Eric Sevareid, winner of commentator award; Francis P. Gaines, president of Washington & Lee and chairman, board of judges.

MONTANA CALLS HOLLYWOOD GRAD

ANTON (TONY) GAYHART, a recent graduate of Northwest Radio & Television School's new Hollywood Studio, has gone to work in film and announcing for KGVO-TV, Missoula, Montana.

Broadcasters all over the country are finding that screened, professionally-trained graduates like Tony are saving them both money and time. Let us help you by referring qualified people to you with complete details, as they fit your specific need.

There's no charge, of course, and we assure you of prompt, personal attention. Write or call collect, John Birrel, Northwest Radio & Television School, 1221 N. W. 21st Ave., Portland 9, Oregon. We have schools in Hollywood, Chicago, Washington, D. C., and Portland.

Mpls.-St. Paul Awards Made

U. S. Treasury awards for outstanding achievement in promoting the sale of savings bonds have been presented to 11 radio and tv stations in Minneapolis-St. Paul. The stations were cited for conducting an intensive sale campaign during the second week in December, contributing to Minnesota's total for that month of $9.5 million, the highest monthly total since 1945.

The stations are: KEYD, KTIS, KUOM, WPBC, KSTP-AM-TV, WLOL, WCCO-AM, WCCO-TV, WTCN-AM-TV, WDGY and WMIN-TV. A personal award for leadership as chairman of the state radio-tv committee was presented to Larry Haeg, WCCO.

Radio Writers Award Set Up

FOLLOWING the announcement of the first tv writers award, to be given by Writers Guild of America West, Hollywood [B•T, March 21], the WGAW Radio Branch announced an award for radio writers.

Winners, confined to WGAW membership at present, will be selected for best programs in four categories: dramatic anthology series, dramatic episode series, situation comedy series and variety comedy or personality series. Nominations for eligible programs, from July 1954 to June 1955, will come from WGAW members, networks, independent stations and packagers.

AWARD SHORTS

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, was only member of radio industry to receive a "Job Well Done" award for 1954 from National Vocational Guidance Assn.

George Putnam, KTTV (TV) Hollywood news commentator, tendered a special award for "outstanding work with California youth" by California State Juvenile Officers' Assn., marking first time group has "so sponsored anyone in public life."

Dale Evans, co-star of NBC-AM-TV *Roy Rogers Show* received first Annual Achievement Award of Radio-Tv Women of Southern California as "that woman in the radio-tv industry who has most distinguished herself during the past year by her contributions beyond the normal demands of her professional career."

WJAR-TV Providence, R. I., awarded a certificate of appreciation from National Exchange Club of Toledo, Ohio, sponsors of National Crime Prevention Week, for on-the-air promotion in support of Crime Prevention Week.

S. Olive Young, salesman, WAGA Atlanta, Ga., winner of Atlanta Sales Executives Club's Victor Award as "the most outstanding Atlanta salesman for 1954." Mr. Young, a four-year WAGA veteran, has led the radio sales staff in sales for those four years.

Harris-Tuchman Productions, Hollywood, for third consecutive year received top award for tv commercials in the annual Arizona Advertising Awards, with the winning entry produced for Arizona Brewing Co., Phoenix.

Lewis G. Cowan, producer of *Down You Go* WABD (TV) New York, presented certificate of appreciation from American Cancer Society "for notable assistance in the crusade to conquer cancer."

Melvin L. Gold, president, Mel Gold Productions, N. Y., presented with a plaque and the title of "Honorary Lifetime President" by the National Television Film Council. Mr. Gold was founder of NTFC in 1948; held the office of president for four terms, and was chairman of the board for two terms. In his honorary post, he will become a member of the executive committee and *ex-officio* member of the board of directors.

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TWO POINTS OF VIEW

PROMOTION PIECE pointing up the superiority of its sales reach over that of a rival newspaper has been put out by *Los Angeles Times*-owned KTTV (TV). The mailing duplicates an ad in which the *Los Angeles Herald Express* said a 210-line ad in its pages attracted 138,478 readers, or 844 readers per dollar. By comparison, KTTV noted, an advertiser buying KTTV's "Triple Pay Plan" gets a commercial on *Mr. and Mrs. North, Boston Blackie,* and *Lone Wolf,* thereby attracting 1,178,586 viewers, or 1,236 viewers per dollar. "As a matter of fact," the promotion maintains, "any commercial you buy on KTTV on any day, will deliver an average of 1,185 viewers per dollar!"

WLWC (TV) ENDS TALENT HUNT

WLWC (TV) Columbus, Ohio, has completed an eight-week talent contest through five central Ohio counties. The station reports that this competition was the most extensive attempted in that area. The winner receives a five-day expense-paid vacation in New York and a paid in-person appearance on NBC's *Tonight.*

WBSC CLAIMS 'FIRST'

WBSC Bennettsville, S. C., has issued a 12-page brochure giving information about the central Carolina market and plugging its new *Neil Terrell & the News* show. The station also reports it is airing what it believes to be the first all-Negro radio quiz show.

SEARCH FOR A SALESMAN

SALES Executives Club of Chicago is cooperating with the local *Tribune* on a search to find "Chicago's Salesman of the Year," who will be announced April 24 and honored at a rally sponsored by SECC at the Civic Opera House May 4. Winning salesman and the nominating party each will receive a $250 cash prize, and 38 additional $25 prizes will be given to runners-up. The contest closes April 17 and entries will be judged by a jury to be appointed by the SECC.

KRCA (TV) UPS NEWS COVERAGE

INCREASED interest in news of the situation in the Far East has motivated KRCA (TV) Hollywood to augment its news coverage to 14 telecasts per day. Total of 85 minutes of news per weekday reportedly gives KRCA more news programming than any other tv station in southern California.

TIMES SQUARE 'SPECTACULAR'

SALESMEN at WRCA-AM-TV New York will see their names in lights starting today (Mon.). The following message will be spelled out in moving letters which operate on the stations' "Spectacular" in Times Square: "Advertisers: You can sell more on WRCA and WRCA-TV. Phone salesmen George Stevens, Jay Heiten, Dan Sobel, Jim Barry, Bill Kreitner, Herman Maxwell, Carl Shutz at Circle 7-8300." The station estimates that the message will be carried once every six minutes and will be seen by approximately one million people every week.

TONS OF MONEY

TO POINT OUT how big the farm market is that KMA Shenandoah, Iowa, services, the station is sending to agencies and advertisers 5½"x7" mailing pieces which put the figures in perspective. The farm market income totals $1,910,798,000, according to KMA, and the cards explain that the money represents 54,594 tons of dimes, quarters or half dollars—enough silver coin to load 1,091 average size freight cars which would measure 8.3 miles in length. The station bases its deductions on the formula, as provided by a local banker, that it takes $17.50 in silver coin to equal one pound. The promotion piece suggests that the reader, by contacting the station or Edward Petry & Co., its representative, investigate "the market so rich it takes 1,091 freight cars to haul away the KMA farm income each year."

CARTB PROMOTES STATIONS

TO REACH more national and regional advertisers throughout Canada, a series of two-minute messages about national selective radio is being sent to advertisers and agencies by the Canadian Association of Radio & Television Broadcasters. The folders, first of which was entitled "You Can Call the Shot" deal with the advantages of spot radio on Canadian stations. To keep the informational messages together, CARTB also mailed to advertisers and agencies a folder which shows on a map of Canada a list of the 126 member radio stations. CARTB also is distributing a booklet with the message that "Radio in Canada reaches more people, covers more homes, more often at less cost" and points out that there are more than 6 million radio sets in use in Canada's 3,886,000 homes.

WOR SALES SERIES

ABOUT 200 advertising agency timebuyers, account executives and media personnel in New York were invited by WOR there to attend a four-day series of breakfasts at Schrafft's Restaurant for a sales presentation on the station's personalities. The meetings, which were under the direction of Gordon Gray, vice president and general manager of WOR-AM-TV, and Bill Dix, WOR sales manager, were devoted to a presentation pointing up the success of the recent John B. Gambling Madison Square Garden rally, [B•T, March 14, 7], attended by more than 25,000 fans, and the sales appeal of WOR's lineup of other personalities.

'A Matter of Time'

HEART research film titled *A Matter of Time,* released last December through Association Films Inc., New York, has been shown on 328 television stations to date, according to an announcement made last week by the Institute of Life Insurance, New York, which produced the film. A spokesman for the institute also said that the documentary, which deals with the progress medical science has made in its fight against heart disease, has been carried by the DuMont Television Network and ABC-TV and portions of it have been used on *Omnibus,* Sundays on CBS-TV. Prints of the 16mm 15-minute film are available in color or black-and-white from Association Films, 347 Madison Ave., New York 17.

THE BEST MUSIC IN AMERICA

a
repertory
of
distinction

and an
outstanding
Transcribed
Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

Robbie Robinson

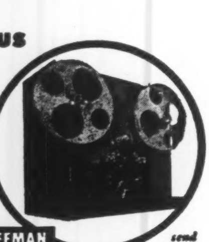
"Didn't Mom tell you she heard KRIZ Phoenix advertising an electric dish-washer?"

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.


WORLD FAMOUS

S-5

synchronous magnetic film recorder for motion pictures and television

STANCIL-HOFFMAN

921 N. Highland Hollywood 38, Calif.

send for particulars

REVERSAL PROCESSING FOR TV

Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.

Write for free catalogue.

NATIONAL CINE LAB

Box 4425 Washington 17, D. C.

WKY-TV Oklahoma City personnel transferring to WSFA-TV Montgomery, Ala., whose purchase by WKY-TV ownership (Oklahoma Publishing Co.) has been approved by the FCC, prepare to take a "pledge of allegiance" to the Confederate flag. Hoyt Andres, seated, former assistant manager of WKY-TV, becomes manager of WSFA-TV. Standing (l to r): Scott Berner, chief photographer; Phillis Lewis, film department; Bob Tuttle, promotion and traffic manager; Bob Doty, program manager and assistant to Mr. Andres; Mack Rogers, news director, and Gene Jacobson, production manager.

KFWB GETS AIRBORNE

WITH permission already granted by the Civil Aeronautics Authority and cooperation pledged by law enforcement agencies, KFWB Hollywood is awaiting FCC clearance before introducing regular aerial traffic bulletins into the station's programming.

KFWB President Harry Maizlish announced that the station has acquired an airplane to fly over Los Angeles' crowded streets and freeway system during peak traffic hours to broadcast bulletins aimed at motorists. The bulletins would inform the motorists how best to avoid congested routes, as well as warning them away from the freeway system when accidents and breakdowns cause traffic jams. FCC approval is required of plane-to-ground broadcasts.

TRIBUTE TO A COMMENTATOR

FUNERAL services Thursday for Walter White, 61, who died March 16, were broadcast by WLIB New York as a final tribute to the civil rights leader who had been a commentator on the station for the past three years. Mr. White, executive secretary of the National Assn. for the Advancement of Colored People, died in New York of a heart attack. Last October, he had twice entered the hospital for treatment. WLIB also devoted portions of all programs broadcast on Tuesday to tributes to Mr. White. Various aspects of his life were treated in six morning community news broadcasts. During the regularly-scheduled *Walter White Show* over the weekend (Sat., 5 p.m. EST), the station presented talks by close friends and associates of the late champion of the Negro's cause.

KFOX GOES TO MOVIES

SERIES of wide-screen motion picture trailers is used in seven local theatres by KFOX Long Beach, Calif., to reach an estimated audience of over 65,000 potential listeners a week.

KELLOGG PREMIUM PROMOTION

KELLOGG Co. of Battle Creek, Mich., has been distributing to grocers newly-designed cereal boxes with full-color portraits of Mary Hartline and Cliffy the Clown (from ABC-TV's *Super Circus*) and containing premium offers for Mary Hartline Magic Doll Kits. The premium offer is being made in connection with the purchases of Kellogg's Sugar Smacks, advertised on the network program each Sunday. Millions of the boxes have been prepared for sale by the cereal firm in recent months.

CALL OF THE YUKON

NEW crop of landowners developed among Southern California radio editors and columnists recently, when Quaker Oats Co., through KHJ Hollywood, distributed signed and notarized land deeds granting the writers full ownership of one square inch of the Canadian Yukon. Just "incidentally," the Mutual-Don Lee Broadcasting System station announced that the *Sgt. Preston of the Yukon* series can be heard each Tuesday and Thursday on the network.

Now It's Easter Radios

SPECIAL spot announcements were started March 20 on WCUE Akron to launch a "give a radio for Easter" promotion designed by that station. Tim Elliot, president-general manager, has reported that all radio dealers in the Akron area were advised of the drive in the event that they wished to tie in with the promotion through broadcast and visual advertising and through special point-of-sale displays.

Mr. Elliot pointed out that 98% of the homes in Summit county in which Akron is located are radio-equipped but that the trend toward a radio in every room is growing. The WCUE promotion is intended to stimulate the trend. He also announced plans for a portable radio promotion which will get underway later in the spring.

Station Authorizations, Applications

(As Compiled by B • T)

March 24 through March 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through March 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,705	2,696	114	190	76
Fm	542	526	30	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	275	319	596[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	308	107	415
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	958	337	739	537	1,277[2]
Educational	57		29	28	57[3]
Total	1,015	337	768	565	1,334[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 629 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Mobile, Ala.—WKRG-TV Inc. granted vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 460 ft. Estimated construction cost $294,000, first year operating cost $212,298 revenue $232,118. Post office address 205 Government St., Mobile. Transmitter location Cottage Hill Rd., 0.58 mi. West of intersection with Azalea Rd. Geographic coordinates 30° 39′ 12″ N. Lat., 88° 08′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkenson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Pres. **Kenneth R. Giddens** (20%); **Shirley Rester Konrad** (10%); **T. J. Rester** (10%); **Spring Hill College** (6.6%); **Alfred F. Delchamps** (4.4%), real estate; and 15 other minority stockholders. Messrs. Giddens and Rester operate WKRG Mobile. Granted March 24.

Yakima, Wash.—Robert S. McCaw d/b as Chinook Tv Co. granted uhf ch. 23 (524-530 mc); ERP 21.9 kw visual, 11.7 kw aural; antenna height above average terrain 960 ft., above ground 150 ft. Estimated construction cost $114,156, first year operating cost $120,000, revenue unknown. Post office address % Radio Station KYAK, P. O. Box 172, Yakima. Studio location corner Fair & Mead Ave., Yakima. Ahtanum Ridge Rd., south of Yakima. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter and antenna RCA. Consulting engineer John Walker, Aberdeen, Wash. Mr. McCaw is pres.-⅓ owner KYAK Yakima; pres-⅓ owner KALE-AM-FM Richland, Wash.; pres.-½ owner KLAN Renton, Wash., and 10% owner Harbor Tv Corp., community tv system at Aberdeen, Wash. Granted March 30.

Existing Tv Stations . . .

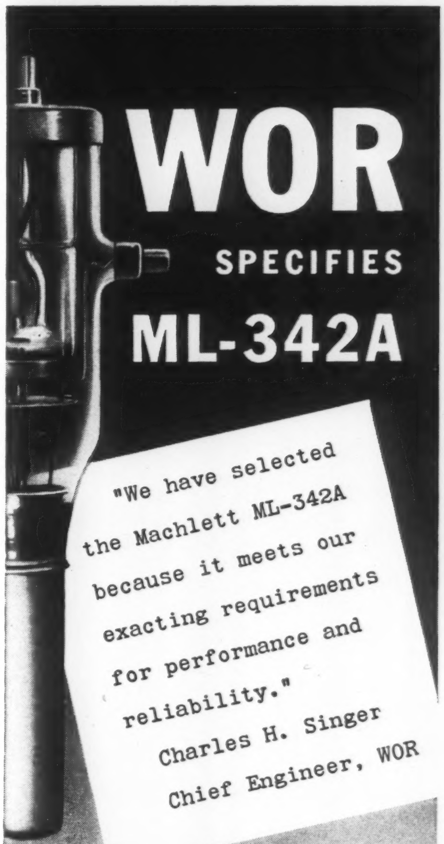
ACTIONS BY FCC

WTVT (TV) Tampa, Fla.—Tampa Tv Co. granted STA to operate commercially on ch. 13 for the period ending Sept. 21. Granted March 18; announced March 29.

WILL-TV Urbana, Ill.—U. of Ill. granted mod. of CP for reserved ch. 12 to change station location from Champaign to Urbana; change transmitter location to NW corner of U. of Ill. Stadium, S. 1st St. at Florida Ave., Champaign; studio location to South Wright, Urbana; ERP to 45.7 kw visual; 22.9 kw aural; antenna height above average terrain 160 ft. Granted March 22; announced March 29.

WITN (TV) Washington, N. C.—North Carolina Tv Inc. granted mod. of CP for ch. 7 to change studio location to U. S. Hwy. 17, 2.6 miles S of Washington and waiver of Sec. 3.613 of the rules. Granted March 22; announced March 29.

Lambert B. Beeuwkes
Management Specialist
Radio
Television
1015 Little Building
Boston 16, Massachusetts
HUbbard 2-2070



"We have selected the Machlett ML-342A because it meets our exacting requirements for performance and reliability."
Charles H. Singer
Chief Engineer, WOR

How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

KTBC-TV Austin, Tex.—Texas Bcstg. Corp. granted CP to change ERP to 247 kw visual, and 124 kw aural. Granted March 23; announced March 29.

KTVE (TV) Longview, Tex.—East Texas Tv Co. granted mod .of CP for ch. 32 to change ERP to 224 kw visual, 132 kw aural; antenna height above average terrain 290 ft. Granted March 23; announced March 29.

KANG-TV Waco, Tex.—Texas Bcstg. Corp. granted mod. of CP for ch. 34 to change ERP to 18.6 kw visual, 10 kw aural; change description of studio and transmitter location to 4811 Bosque Blvd.; antenna height above average terrain 505 ft. Granted March 22; announced March 29.

STATIONS DELETED

WFTL-TV Ft. Lauderdale, Fla.—Tri-County Bcstg. Co. FCC granted request to cancel CP and delete call letters for tv station on ch. 39. Deleted March 25.

WIBG-TV Philadelphia, Pa.—Daily News Tv Co. FCC granted request to cancel CP and deleted call letters for tv station on ch. 23. Deleted March 25.

KTVP (TV) Houston, Tex.—R. L. Wheelock, W. L. Pickens & R. H. Coffield d/b as Uhf Tv Co. FCC deleted tv station on ch. 23 for lack of prosecution. Deleted March 24.

Dallas, Tex.—R. L. Wheelock, W. L. Pickens & H. H. Coffield d/b as Uhf Tv Co. FCC deleted tv station on ch. 23 for lack of prosecution. Deleted March 24.

WTLB (TV) La Crosse, Wis.—La Crosse Tv Corp. FCC deleted tv station on ch. 38 for lack of prosecution. Deleted March 24.

APPLICATIONS

KHBC-TV Hilo, Hawaii—Hawaiian Bcstg. System Ltd. seeks mod. of CP for ch. 9 to change ERP to 1.01 kw visual, 0.51 kw aural; antenna height above average terrain 293 ft. Filed March 25.

WABD (TV) New York, N. Y.—Allen B. DuMont Labs seeks mod. of CP for ch. 5 to change ERP to 16.7 kw visual, 8.8 kw aural; antenna height above average terrain 1,329 ft. Filed March 25.

WE HAVE YOUR MAN
EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

When a vacancy exists at management or staff level in your station it is of the utmost importance that the right man or woman be found . . . and fast. Delays are costly.

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers
Commercial Managers
Chief Engineers
Promotion Directors
Producers/ Directors
Special Events Director
Announcers
Technicians
Newscasters
TV Film Editors
Continuity Editors
Network Executives
Station Managers
Technical Supervisors
Program Managers
Production Managers
TV Floor Personnel
Announcer/Actors
News Editors
Sportscasters
Film Buyers
Continuity Writers

INQUIRE ABOUT OTHER CATEGORIES

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Bldg., Washington 5, D. C.

KDUB-TV Lubbock, Tex.—Texas Telecasting Inc. seeks mod. of CP for ch. 13 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 823 ft. Filed March 28.

CALL LETTERS ASSIGNED

WAIQ (TV) Andalusia, Ala.—Alabama Educational Tv Commission, reserved ch. 2.

WBIQ (TV) Birmingham, Ala.—Alabama Educational Tv Commission, reserved ch. 10. Changed from WEDB (TV).

WTIQ (TV) Munford, Ala.—Alabama Educational Tv Commission, reserved ch. 7. Changed from WEDM (TV).

KLEW-TV Lewiston, Idaho—Lewiston Tv Co., ch. 3.

KTBS-TV Shreveport, La.—KTBS Inc., ch. 3.

KTVI (TV) St. Louis, Mo.—Signal Hill Telecasting Corp., ch. 36.

WIMA-TV Lima, Ohio—WLOK Inc., ch. 73. Changed from WLOK-TV.

WKOK-TV Sunbury, Pa.—Sunbury Bcstg. Corp., ch. 38.

WVAA (TV) Petersburg, Va.—Petersburg Tv Corp., ch. 8. Changed from WPRG (TV).

New Am Stations . . .

APPLICATIONS

Bakersfield, Calif.—Morris Mindel, 1490 kc, 250 kw unlimited. Post office address Booth 11, 2736 Divisadero Ave., Fresno. Estimated construction cost $14,965, first year operating cost $36,000, revenue $45,000. Mr. Mindel is ½ owner KGST Fresno. Filed March 21.

Homer, La.—Claiborne Bcstg. Corp., 1320 kc, 1 kw daytime. Post office address % W. M. Bigley, Magnolia, Ark. Estimated construction cost $16,500, first year operating cost $30,000, revenue $40,000. Principals include Pres. **Frank Harkness Jr.** (25%), auto agency salesman; Vice Pres. **William M. Bigley** (25%), general manager-12½% owner KVMA Magnolia, and sec.-treas.-⅓ owner KRBB (TV) El Dorado, Ark.; Sec. **Dr. Joe F. Rushton** (25%), pres.-30% owner KVMA and pres.-⅓ owner KRBB (TV); and Treas. **L. L. Griggs** (25%), cafe owner. Filed March 21.

Robinson, Ill.—Keith Moyer tr/as Ann Bcstg. Co., 1570 kc, 250 w daytime. Post office address 1025 W. Market St., Taylorville, Ill. Estimated construction cost $13,000, first year operating cost $30,000, revenue $40,000. Mr. Moyer is 91½% owner WBBA Pittsfield, Ill. Filed March 25.

White Castle, La.—Big League Bcstg. Co., 1380 kc, 500 w daytime. Post office address % Elayn Hunt, 700 Reywood Bldg., Baton Rouge, La. Estimated construction cost $15,831, first year operating cost $14,000, revenue $22,500. Principals include Pres. **William C. Lee Jr.** (⅓), laundry, dry cleaning; Vice Pres. **J. Edward Van Velkenburg** (⅓), chief engineer WLCS Baton Rouge, La., and Sec.-Treas. **Elayn Hunt** (⅓), attorney. Filed March 25.

Lansing, Mich.—Booth Radio & Tv Stations Inc., 1390 kc, 500 w daytime. Post office address 700 Buhl Building, Detroit. Estimated construction cost $43,700, first year operating cost $110,000, revenue $120,000. Booth Radio & Tv owns WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, and WIBM Jackson, all Michigan. Principals include Pres. **John L. Booth** (69.2%); **Mrs. John L. Booth** (13.9%); **John L. Booth II** (10.9%), and **Ralph H. Booth II** (5.8%). Filed March 22.

Goldsboro, N. C.—Wayne Bcstg. Co., 1300 kc, 1 kw daytime. Post office address 116 W. Mulberry St., Goldsboro. Estimated construction cost $16,385, first year operating cost $38,000, revenue $57,500. Principals include Pres. **John L. Henderson** (4%), insurance; Vice Pres. **LaMont L. Edgerton** (8%), farm equipment; Sec.-Treas. **Lawrence B. Carr** (52%), program director WMPH Smithfield, N. C., and **Benjamin F. Carr** (16%). Filed March 21.

Coos Bay, Ore.—Harold C. Singleton tr/as Coos County Bcstrs., 950 kc, 1 kw daytime. Post office address 1011 SW 6th Ave., Portland, Ore. Estimated construction cost $16,700, first year operating cost $32,000, revenue $36,000. Mr. Singleton is vice pres.-52% owner KTEL Walla Walla, Wash.; sec.-treas.-9.9% owner KGAL Lebanon and owner KRTV Hillsboro, Ore. Filed March 18.

Elizabethtown, Pa.—Will Groff tr/as Colonial Bcstg. Co., 1600 kc, 500 w daytime. Post office address 651 W. Market St., York, Pa. Estimated construction cost $18,746, first year operating cost $30,000, revenue $30,000. Mr. Groff is announcer-sales employe at WNOW-TV York. Filed March 18.

Milton, Pa.—John S. Booth, 1260 kc, 1 kw daytime. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $12,050, first year operating cost $48,000, revenue $55,000. Mr. Booth is vice president-general manager-⅓ owner WCHA-AM-FM Chambersburg, and ⅓ owner WTVE (TV) Elmira, N. Y. Filed March 17.

Savannah, Tenn.—Florence Bcstg. Co., 1010 kc, 250 w daytime. Post office address % Joe T. Van Sandt, Box 137, Florence, Ala. Estimated construction cost $8,000, first year operating cost $30,000, revenue $36,000. Principals include Pres. **Joe T. Van Sandt** (63.3%); Vice Pres. **Anthony J. Smith** (33.3%), and Sec.-Treas. **Velma L. Van Sandt** (3.3%). Florence Bcstg. owns WJOI-AM-FM Florence, Ala. Filed March 25.

Rusk, Tex.—E. H. Whitehead, 1580 kc, 500 w daytime. Post office address Box 316, Rusk. Estimated construction cost $14,959, first year operating cost $25,200, revenue $36,000. Mr. Rusk is publisher of *The Rusk Cherokeen* (weekly) and *The Citizen* (monthly). Filed March 24.

Tyler, Tex.—Louis Alford, Phillip D. Brady & Albert M. Smith d/b as Radio Bcstg. Service, 1330 kc, 1 kw daytime. Post office address % Louis Alford, Box 604, McComb, Miss. Estimated construction cost $17,700, first year operating cost $30,000, revenue $40,000. Principals in equal partnership include **Louis Alford, Phillip D. Brady** and **Albert M. Smith,** all associated in ownership of WAPF McComb and WMDC Hazelhurst, Miss. Filed March 21.

APPLICATIONS AMENDED

Elkhart, Ind.—Clarence C. Moore amends bid for new daytime am station on 910 kc, 500 w directional to specify 1050 kc. Filed March 28.

Plymouth, Mass.—Sherwood J. Tarlow amends bid for new am station on 990 kc, 1 kw daytime to specify 1390 kc, 500 w. Filed March 23.

Cleveland, Tenn.—R. B. Helms, Carl J. Hoskins & Jack Helms d/b as Southeastern Enterprises amends bid for new am station on 580 kc, 500 w daytime to specify 1570 kc, 1 kw. Filed March 21.

Salem, Va.—R. B. Helms, Jack Helms & Carl J. Hoskins d/b as Southeastern Enterprises amend bid for new daytime am station on 1390 kc, 1 kw to specify 1480 kc. Filed March 25.

Thermopolis, Wyo.—Mildred V. Ernst amends bid for new am station on 1240 kc, 250 w unlimited to specify 1490 kc. Filed March 25.

Existing Am Stations . . .

ACTIONS BY FCC

KFJF Webster City, Iowa—Land O'Corn Bcstg. Co. granted permission to sign off at 6:30 p.m. CST, April through August. Granted March 22; announced March 29.

WPLY Plymouth, Wis.—Eastern Bcstg. Co. granted permission to sign off at 6 p.m. April through September. Granted March 22; announced March 29.

Existing Fm Stations . . .

ACTION BY FCC

WUOT (FM) Knoxville, Tenn.—U. of Tenn. granted CP to change ERP to 79 kw; antenna height above average terrain 125 ft. Granted March 22; announced March 29.

Ownership Changes . . .

ACTIONS BY FCC

WDEL-TV Wilmington, Del.—WDEL Inc. granted transfer of control to Paul F. Harron through sale of all stock for $3.7 million. Mr. Harron is owner of WIBG-AM-FM Philadelphia. Granted March 23.

WBOY Tarpon Springs, Fla.—WBOY Inc. granted voluntary assignment of license to Freede-Miller Bcstg. Co. for $76,000. Principals include Pres. **Hal. M. Freede** (48%), organist; Treas. **Justin McCarthy Miller Jr.** (48%), commercial manager of WSPB Sarasota, Fla.; Sec. **Beatrice A. Freede** (2%), and Vice Pres. **Margaret G. Miller** (2%). Granted March 30.

KJAY Topeka, Kan.—S. H. Patterson granted voluntary assignment of license to Robert Rohr for $105,000. Mr. Rohrs is salesman for KOA Denver. Granted March 30.

KOTV (TV) Tulsa, Okla.—KOTV Inc. granted relinquishment of positive control by John Ha Whitney through sale of 9.5% interest of J. H. Whitney & Co. to Walter N. Thayer, C. R. Petermeyer and John K. Schemmer. Mr. Whitney will now own 44% interest. Granted March 30.

WLBG Laurens, S. C.—WLBG Inc. granted voluntary assignment of license to Scotland Bcstg. Co., for $21,393. Scotland Bcstg. is operator of WEWO-AM-FM Laurinburg, N. C. Principals include Pres. **Edwin Pate** (26%); Vice Pres. **Wade Dunbor** (8.6%); Sec.-Treas. **J. R. Dalrymple** (13%), and six others each holding 8.9% interest. Granted March 30.

WMAK Nashville, Tenn.—Volunteer State Bcstg. Co. granted voluntary transfer of control to Howard D. Steere, Emil J. Popke Jr. and J. D. Berkey through sale of all stock for $16,500 plus assumption of liabilities. Principals include **Howard D. Steere** (75%); Vice Pres. **Emil J. Popke Jr.** (15%) and Sec. **J. K. Berkey** (10%), all associated in ownership of WKMI Kalamazoo, Mich. Granted March 30.

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Granted

KCAR Clarksville, Tex.—B. B. Black, June Brewer, Mattie Lou Hurt, executrix of the estate of Reagan Hurt, deceased, d/b as Texo Bcstg. Co. granted voluntary assignment of CP to Robert (n) Wagner and Owen Cowan d/b as Texo Bcstg. Co. for $1,500. Principals include **Robert Wagner,** chief engineer, KFYN Bonham, Tex., and **Owen Cowan,** insurance and investments. Granted March 30.

KYOK Houston, Tex.—KYOK Inc. granted voluntary relinquishment of negative control by both Jules J. Paglin and Stanley W. Ray Jr. through sale of 14.3% interest to 4 station employes. Principals will now include **Jules J. Paglin** (42.8%); **Stanley Ray Jr.** (42.8%); **Edward J. Prendergast** (6.4%); **Frederick D. Schwarz** (2.5%); **Thomas A. Gresham** (3.5%) and **Ray K. Rhodes** (1.7%): Granted March 30.

KCNC Ft. Worth, Tex.—Blue Bonnet Bcstg. Corp. granted voluntary acquisition of positive control by J. H. Speck through purchase of 21 shares from Elliot Wilkenson for $15,000. Mr. Speck will now own 51% interest. Granted March 21; announced March 29.

WETZ New Martinsville, W. Va.—Magnolia Bcstg. Co. granted voluntary transfer of control from J. Patrick Beacom to Harry G. Bright through sale of 90% interest for $20,400. Mr. Bright is field representative for Sesac Inc. Mr. Beacom retains 10% interest. Granted March 30.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. granted assignment of CP to The Zanesville Publishing Co. for $124,600. Zanesville Pub. Co. owns 63% of WHIZ-AM-TV Zanesville, Ohio. Principals include Pres. **Clay Littick** (87.5%); Vice Pres. **Arthur S. Littick** (3.3%), and Sec.-Treas. **William O. Littick** (9.2%). Granted March 30.

APPLICATIONS

KGPH Flagstaff, Ariz.—The Frontier Bcstg. Co. seeks voluntary assignment of license to Frontier Tv Co. No consideration involved. Filed March 24.

WTOR Torrington, Conn. — The Torrington Bcstg. Co. seeks voluntary transfer of control to Edmund W. Waller through purchase of 804 shares for $6,030 from Harold Thomas. Mr. Waller is manager of the station. Filed March 23.

WJCM Sebring, Fla.—Clearfield Bcstrs. Inc. seeks voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% but obtains control through ability to elect 3 out of 4 directors. Control of WCPA Clearfield and WAKU Latrobe, both Pennsylvania, are also involved in sale. Filed March 23.

WFTL Ft. Lauderdale, Fla.—Gore Pub. Co. seeks voluntary transfer of control to R. H. Gore Sr. (54.3%) through stock reorganization. R. H. Gore Co., parent company, will own the remaining 45.6% interest. Filed March 24.

WRCD Dalton, Ga.—James Q. Honey & Kenneth H. Flynt d/b as Whitfield Bcstg. Co. seek voluntary assignment of license to Whitfield Bcstg. Co. with recapitalization. Principals will now include **James Q. Honey** (50%), **Kenneth E. Flynt** (25%) and **Edwin B. Jordan** (25%). Filed March 21.

WESM Pocomoke City, Md.—Walter F. Harris Jr. seeks involuntary assignment of CP to **Ruth Ellen Harris** (100%), executrix of the estate of Walter F. Harris Jr., deceased. Filed March 21.

WJMJ Philadelphia, Pa.—Patrick J. Stanton seeks voluntary assignment of license to WJMJ Bcstg. Corp. Principals will now include Pres. **Patrick J. Stanton** (60%) and Vice Pres. **James T. Duffy Jr.** (40%). Mr. Duffy's interest is in lieu of loan of $20,000. Filed March 18.

WCPA Clearfield, WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc. seeks voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% interest but obtains control through ability to elect 3 out of 4 directors. Control of WJCM Sebring, Fla., is also involved in sale. Filed March 23.

WCBR Memphis, Tenn—Chickasaw Bcstg. Co. seeks voluntary transfer of control to Jeffrey B. Crawford through sale of about 58% interest for assumption of $25,500 liabilities. Mr. Crawford is owner of Memphis Music Equipment Co., radio system. Filed March 21.

WBTH Williamson, W. Va.—Williamson Bcstg. Corp. seeks voluntary transfer of control to Alice Shein through purchase of 48.7% interest for $18,900. Alice Shein wil now own 60.1% interest. Filed March 21.

WLOH Princeton, W. Va.—Mountain Bcstg. Service seeks voluntary assignment of license to Robert L. Harrison d/b as Mountain Bcstg. Co. for $65,000. Mr. Harrison is 20% owner of KCRV Caruthersville, Mo. Filed March 21.

Hearing Cases . . .

FINAL DECISION

Mobile, Ala.—New tv, ch. 5. FCC announced its decision granting construction permit to WKRG-Tv Inc., for new tv station on ch. 5 in Mobile, Ala., and denying the competing application of The Mobile Television Corp. Commissioner Doerfer dissented. Granted March 23.

INITIAL DECISION

Miami Beach, Fla.—New tv, ch. 10. FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of WKAT Inc., for new tv station on ch. 10 in Miami Beach, Fla., and denial of the competing applications of L. B. Wilson Inc., North Dade Video Inc., and Public Service Television Inc., for the same channel in Miami. Action March 30.

OTHER ACTIONS

Elizabethtown, N. C.—FCC Hearing Examiner Basil P. Cooper granted petition of Cape Fear Bcstg. Co. for leave to amend am bid to specify 1450 kc with 100 w instead of 250 w and removed amended applicaiton from hearing. Action March 24; announced March 29.

Emporium, Pa.—FCC Comr. E. M. Webster granted petition of Bucktail Bcstg. Corp. (WBTL) for dismissal without prejudice of its bid for reinstatement of CP for 980 kc, 500 w daytime. Action March 29.

WSPA-TV Spartanburg, S. C.—Spartanburg Radiocasting Co. Upon remand by U. S. Court of Appeals, the Commission designated for hearing on April 25 application for Mod. of CP (ch. 7) to locate transmitter on Paris Mountain with ERP of 200 kw visual and 120 kw aural, antenna height above average terrain 1182 ft., change main studio location within city, etc.; postponed effective date of April 20, 1954 grant to said application pending final determination after hearing; placed burden of proof on protestants Greenville Television Co. (WGVL (TV) ch. 23), Greenville, and Wilton E. Hall (WAIM-TV, ch. 40), Anderson. The designation order is subject to stay, withdrawal or other appropriate action in the event that the Court does not issue its mandate in these protest cases in the usual course. Action March 30.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing. FCC by letter, dismissed, for lack of compliance with rules, request for STA to operate private tv intercity relay system (off-the-air pickup) between Tyler and Dallas. KLTV operates on ch. 7. Action March 30.

Thermopolis, Wyo.—FCC Hearing Examiner William G. Butts granted petition of Mildred V. Ernst for leave to amend bid for new am station on 1490 kc to specify 1240 kc and remove amended application from hearing docket. Action March 21; announced March 24.

Routine Roundup . . .

March 24 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman on March 22

Erie, Pa., Dispatch Inc.—Issued his Memorandum of Ruling announcing his denial of motion for decision by Dispatch Inc., at the oral argument held March 16 and 17 in re renewal of license of station WICU (TV) (Docket 11048), and noted exception for the applicant.

By Hearing Examiner James D. Cunningham on March 22

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted motion to strike, as irrelevant, several portions of proposed findings filed in behalf of Dorsey Eugene Newman, Hartselle, Ala., in re CP's for am facilities (Dockets 10638 et al.).

By Hearing Examiner Annie Neal Huntting on March 22

KGEO-TV Enid, Okla., Streets Electronics Inc.—Ordered all parties, or their attorneys, to appear at a prehearing conference on March 24 in proceeding re Docket 11302.

Miners Bcstg. Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa.; Somerset Bcstg. Co., Painesville, Ohio—Issued second statement concerning prehearing conference and order in re applications for am facilities (Dockets 11202 et al.).

By Hearing Examiner Hugh B. Hutchison on March 22

Abilene, Tex., Bill Mathis—By Memorandum Opinion and Order granted petition for leave to amend his application for a new am station to increase the operating power from 500 watts to 1 kw on 1280 kc (Docket 11180; BP-8917).

March 24 Applications

ACCEPTED FOR FILING

Renewal of License

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—(BR-2273).

KDLA DeRidder, La., Sabine Bcstg. Co.—(BR-2574).

KANE New Iberia, La., New Iberia Bcstg. Co.—(BR-1343).

KSLO Opelousas, La., KSLO Bcstg. Co.—(BR-1839).

WFOR Hattiesburg, Miss., Forrest Bcstg. Co.—(BR-725).

Renewal of License Returned

KOSE Osceola, Ark., Osceola Bcstg. Corp.—(Re: signature).

KSYL Alexandria, La., KSYL Inc.—(Re: Section II & signature).

WSSO Starkville, Miss., The Starkville Bcstg. Co.—(Re: Section II date & Section IV).

Remote Control

WKBC North Wilkesboro, N. C., Wilkes Bcstg. Co.—BRC-685.

Modification of CP

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1424) as mod., which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2976).

KTVU (TV) Stockton, Calif., San Joaquin Telecasters—Mod. of CP (BPCT-1465) as mod., which authorized a new tv station to extend completion date to 10-7-55 (BMPCT-2975).

WFIE (TV) Evansville, Ind., Premier Television Inc.—Mod. of CP (BPCT-1014) as mod., which authorized a new tv station to extend completion date to 10-1-55 (BMPCT-2977).

WJTV (TV) Jackson, Miss., Mississippi Pub. Corp.—Mod. of CP (BPCT-719) as mod., which authorized a new tv station to extend completion date to 10-8-55 (BMPCT-2978).

WNBF-TV Binghamton, N. Y., Clark Associates Inc.—Mod of CP (BPCT-770) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-8-55 (BMPCT-2979).

Modification of License

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—Mod. of License to change name to Triangle Pub. Inc. (Radio and Television Division) (BMLCT-28).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—Mod. of CP (BMPCT-835) as mod., which authorized changes in facilities of existing tv station to extend completion date to 7-8-55 (BMPCT-2980).

March 25 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 25

Broadcast Bureau—Granted petition for an extension of time to March 24 to file exceptions to the initial decision in ch. 5 tv proceeding at Bristol, Va.-Tenn. (Dockets 10879-80).

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By Hearing Examiner Basil P. Cooper on March 24

On Examiner's own motion, ordered that hearing re application of Bucktail Broadcasting Corp. (WBTL), Emporium, Pa., be continued from March 29 until 15 days after the Commission has acted on the petition of applicant to dismiss its application without prejudice (Docket 11217; BP-9306).

Ordered further hearing on March 29 in ch. 9 proceeding, Orlando, Fla., involving applications of WORZ Inc. and Mid-Florida Television Corporation (Dockets 11081-83, BPCT-1153, 1801).

By Hearing Examiner James D. Cunningham on March 23

On Examiner's own motion, and with consent of all parties to the proceeding, ordered that the petition of Mid-Atlantic Bcstg. Co., filed Sept. 16, 1954, to reopen the record for the acceptance of exhibits, be dismissed (Dockets 11045-46, BR-1724, BTC-1639).

By Hearing Examiner Herbert Sharfman on March 24

Pursuant to agreement of counsel for Dispatch Inc., Erie, Pa. (WICU [TV]) and the Broadcast Bureau, ordered that a further hearing be scheduled for April 1, at 10:00 a.m. (Docket 11048, BRCT-42).

By Hearing Examiner Elizabeth C. Smith on March 23

New Orleans, La., The Times-Picayune Pub. Co.—Granted petition requesting certain specified corrections be made to the transcript in ch. 4 tv proceding, New Orleans, La. (Dockets 8936 et al.).

March 25 Applications

ACCEPTED FOR FILING

Modification of CP

WAEL Mayaguez, P. R., Mario Acosta—Mod. of CP (BP-8883) as mod., which authorized change frequency; increase power; change type transmitter and install DA-1 for extension of completion date (BMP-6802).

Renewal of License

KFSA Ft. Smith, Ark., Southwestern Radio & Television Co.—(BR-1503).

KOSY Texarkana, Ark., Gateway Bcstg. Co.—(BR-2684).

WAUG Augusta, Ga., Garden City Bcstg. Co.—(BR-2730).

WSGC Elberton, Ga., Elberton Bcstg. Co.—(BR-1391).

Renewal of License Returned

WNAT Natchez, Miss., Old South Bcstg. Co.

Modification of CP

WIRK-TV West Palm Beach, Fla., WIRK-TV Inc.—Mod. of CP (BPCT-908) as mod. which authorized new tv station to extend completion date to 9-20-55 (BMPCT-2986).

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of CP (BPCT-883) as mod. which authorized changes in facilities of existing tv station to change corporate name from WJIM Inc. to Gross Telecasting Inc. (BMPCT-2973).

Modification of License

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of license to change corporate name from WJIM Inc. to Gross Telecasting Inc. (BMLCT-27).

March 28 Applications

ACCEPTED FOR FILING

Renewal of License

KAMD Camden, Ark., Camden Radio Inc.—(BR-1255).

KWFC Hot Springs, Ark., Spa Bcstg. Co—(BR-1072).

WARB Covington, La., A. R. Blossman Inc.—(BR-2887).

KMIB Monroe, La., Liner's Bcstg. Station Inc.—(BR-790).

KBSF Springhill, La., Springhill Bcstg. Co.—(BR-2992).

KTLD Tallulah, La., Howard E. Griffith—(BR-3000).

KTIB Thibodaux, La., Delta Bcstrs. Inc.—(BR-2928).

WBIP Booneville, Miss., Booneville Bcstg. Co.—(BR-2513).

WLAU Laurel, Miss., Southland Bcstg. Co.—(BR-2021).

Renewal of License Returned

KJOE Shreveport, La., Audiocasting Inc.—(Dated wrong).

WSKB McComb, Miss., WSKB Inc.—(Re: name of applicant).

Application Returned

WGRM Greenwood, Miss., P. K. Ewing—Voluntary assignment of license to Mrs. P. K. Ewing and F. C. Ewing.

Renewal of License

KLCN-FM Blytheville, Ark., Harold L. Sudbury—(BRH-428).

WAUG-FM Augusta, Ga., Chester H. Jones et al. d/b as Garden City Bcstg. Co.—(BRH-756).

License for CP

KGO-FM San Francisco, Calif., American Bsctg.-Paramount Theatres Inc.—License to cover CP (BPH-2007) which authorized changes in licensed station (BLH-1042).

WXYZ-FM Detroit, Mich., WXYZ Inc.—License to cover CP (BPH-1981) which authorized changes in licensed station (BLH-1041).

Renewal of License

WERS (FM) Boston, Mass., Emerson College—(BRED-39).

KACC-FM Abilene, Tex., Abilene Christian College, a Texas Corp.—(BRED-102).

Modification of CP

KBID-TV Fresno, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1069) as mod. which authorized a new tv station to extend completion date to 10-12-55 (BMPCT-2983).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. of CP (BPCT-877) as mod. which authorized changes in facilities of existing tv station to extend completion date to 10-12-55 (BMPCT-2981).

WTLE (TV) Evanston, Ill., Northwest Television Bcstg. Corp.—Mod. of CP (BPCT-1724) as mod. which authorized a new tv station to extend completion date (BMPCT-2984).

WAAB-TV Worcester, Mass., WAAB Inc.—Mod. of CP (BPCT-1241) as mod. which authorized a new tv station to extend completion date to 10-12-55 (BMPCT-2982).

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg. Co.—Mod. of CP (BPCT-1134) as mod. which authorized new station to extend completion date to 10-11-55 (BMPCT-2989).

License for CP

WAAG Adel, Ga., Robert A. Davis., W. M. Forshee and W. T. Scott d/b as Cook County Bcstg. Co.—License to cover CP (BP-9459) which authorized new standard broadcast station (BL-5665).

WBFC Fremont, Mich., Paul A. Brandt—License to cover CP (BP-9441) as mod. which authorized new standard broadcast station (BL-5664).

Renewal of License

WHXY Bogalusa, La., Bogalusa Bcstg. Co.—(BR-2921).

WQBC Vicksburg, Miss., Delta Bcstg. Co.—(BR-721).

Applications Returned

KBBA Benton, Ark., Benton Bcstg. Service—Renewal of license (name wrong and dated wrong).

WKLJ Sparta, Wis., Sparta-Tomah Bcstg. Co.—CP to change frequency from 990 kc to 1290 kilocycles; increase power from 250 w to 1 kw and install a new transmitter (to be notarized).

Modification of CP

KTRE-TV Modesto, Calif., KTRE Bcstg. Co.—Mod. of CP (BPCT-1721) as mod. which authorized new tv station to extend completion date to 10-17-55 (BMPCT-2996).

KBOI-TV Boise, Idaho, Boise Valley Bcstrs. Inc.—Mod. of CP (BPCT-1489) as mod. which authorized new tv station to extend completion date to 6-13-55 (BMPCT-2993).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1493) as mod. which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2995).

KVTV (TV) Sioux City, Iowa, Cowles Bcstg. Co.—Mod. of CP (BPCT-1851) as mod. which authorized changes in facilities of existing tv station to extend completion date to 6-25-55 (BMPCT-3001).

WPTV (TV) Ashland, Ky., Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan and Lake Polan Jr. d/b as Polan Industries—Mod. of CP (BPCT-1009) as mod. which authorized new tv station to extend completion date to 10-13-55 (BMPCT-2992).

WSPD-TV Toledo, Ohio, Storer Bcstg. Co.—Mod. of CP (BPCT-1538) as mod. which authorized changes in facilities of existing tv station to extend completion date to 10-18-55 (BMPCT-2997).

KGEO-TV Enid, Okla., Streets Electronics Inc.—Mod. of CP (BPCT-1421) as mod. which authorized new tv station to extend completion date to 9-30-55 (BMPCT-2991).

KRBC-TV Abilene, Tex., Abilene Radio and Television Co.—Mod. of CP (BPCT-1163) as mod., which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2994).

WQED (TV) Pittsburgh, Pa., Metropolitan Pittsburgh Educational Television Station—Mod. of CP (BPET-25) as mod. which authorized new educational tv station to extend completion date to 5-13-55 (BMPET-68).

March 29 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 25

WWBZ Vineland, N. J., Community Bcstg. Service Inc.—Granted in part, petition for extension of time in which to file exceptions to initial decision in proceeding re Docket 10133, and the time was extended to and including April 8.

By Hearing Examiner William G. Butts on March 25

Thermopolis, Wyo., Thermopolis Bcstg. Co.—Continued hearing now scheduled for March 31 to April 15 re (Docket 11127).

By Hearing Examiner Annie Neal Huntting on March 25

WSDR Sterling, Ill., Blackhawk Bcstg. Co.—Issued a second statement concerning prehearing conference and order which shall govern the proceeding in re Docket 11146.

By Hearing Examiner Elizabeth C. Smith on March 23

Broadcast Bureau—Granted petition for an extension of time to March 25 in which to file proposed findings in re application of Tupelo Bcstg. Co. (WELO), Tupelo, Miss. (Docket 11002); and the time in which to file reply findings was extended to April 8.

By Hearing Examiner J. D. Bond on March 25

Issued fourth pretrial order which shall govern the course of the further proceeding to the extent indicated in re applications of The Toledo Blade Co., et al., for ch. 11 at Toledo, Ohio (Docket 11084 et al.), and ordered hearing of evidence to commence on June 14.

By Hearing Examiner Hugh B. Hutchison on March 25

Cambridge, Md., The Shore Bcstg. Co.—Pursuant to agreement by counsel, the hearing scheduled for April 12 is changed to April 13, in re Docket 11144.

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of March 25
Granted License

WVAM Altoona, Pa., The General Bcstg. Corp.—Granted license covering change to directional antenna night use only (DA-N) (BL-5633).

KVFC Cortez, Colo., Jack W. Hawkins and Barney H. Hubbs—Granted license for am broadcast station (BL-5640).

Modification of CP

The following were granted extensions of completion dates as shown: WIRK-TV West Palm Beach, Fla., to 9-20-55; WMBR-TV Jacksonville, Fla., to 10-12-55; WAAB-TV Worcester, Mass., to 10-12-55; WAEL Mayagüez, P. R., to 9-1-55, conditions; WTVN Columbus, Ohio, to 9-15-55, con-

(Continued on page 101)

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No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Commercial manager. Must know business and be a producer. Salary $85 plus over-ride on total station gross. Send complete details, photo and references. Box 782G, B•T.

Radio sales manager wanted with lots of ideas for progressive midwest station. Wonderful opportunity. Send complete details first letter. Box 872G, B•T.

Manager . . . new kilowatt daytimer K-BAM! Longview, Washington. Above average salary plus bonus. Only exceptional men from west or midwest considered. Resumes to Box 891G, B•T.

Radio Station WOIC needs a commercial manager with a desire to become part owner of a successful 1000 watt station without any investment. Must be experienced; emphasis on sales and sales ideas. No floaters considered. This is not a swivel chair position. It will take a qualified aggressive salesman who is not afraid to work. Seldom is an opportunity of this kind offered. Contact F. A. Michalak, Radio Station WOIC, Columbia, South Carolina.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Send complete details, photo and references. Box 781G, B•T.

Mature conscientious salesman! Assume list of excellent accounts, many on air. High commission potential. Virginia. Box 880G, B•T.

$100.00 weekly guarantee for experienced salesman . . . salary and commission, advancement depending upon aggressiveness. Permanent employment. Full details, Box 906G, B•T.

Sales representative wanted, fully expanding staff; fully experienced, sound ideas, aggressive intelligent approach. Send background, references and picture to Box 909G, B•T.

Salesman—experienced salesman is wanted by CBS affiliate located in prosperous southwestern town of 25,000. Man must have proven sales record. Give complete details in first letter and necessary starting income. This is a permanent connection with good future for the right man. Box 928G, B•T.

Going 5000 watts. Position open radio salesman, also radio salesman with first phone, and announcer-engineer. Experienced personnel only. Send photo, references. KCHJ, Delano, California.

Sales opportunity for right man as sales manager or commercial manager for radio and tv. Contact Radio Station KSJB, Jamestown, North Dakota.

Immediate opening for salesman in west Texas market. Some announcing preferred but not essential. Contact Tom Huksey, KTUE, Tulia, Texas.

Experienced salesman needed to fill definite opening in sales staff at 5,000 watt NBC station in Eugene, Oregon. Competitive market, but good list of active one the air accounts to start. Send complete background and photo to KUGN, P.O. Box 112, Eugene, Oregon.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Staff announcer for North Carolina daytimer. Good opportunity for an all-around man. Experience not necessary if have ability. Box 800G, B•T.

Experienced, mature voice, announcer, disc jockey, Pa. kw daytime. Salary, talent, profit sharing. Send tape. Box 904G, B•T.

Negro disc jockey, married, fine opportunity for advancement. Box 913G, B•T.

RADIO

Help Wanted—(Cont'd)

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

5000 watt CBS affiliate has opening for staff announcer. Strong on news, music and board operation. Good opportunity to work into tv. Send disc, picture and salary required to Program Director, KFBB-Radio, Great Falls, Montana.

Immediate opening for good newsman who can handle farm and sports programs. KIRX, Kirksville, Missouri.

Wanted, combo, 1st ticket, good engineer, strong on announcing. Excellent opportunity for good worker. Send tape, photograph, references to KTFS, Texarkana, Texas.

Wanted—Experienced special events man for 5000 watt station. Handle all remote broadcasts, gather and write local news, plus early morning announcing duties. Contact Greeley N. Hilton, Manager, WBUY, Lexington, N. C.

WFRL, Freeport, Illinois, wants qualified staff announcer. One year experience minimum. Salary offer based on present earnings. Contact Charles Harlan, WFRL.

Good announcer, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Combination announcer—first phone engineer. Central Penna. University town. M. J. Bergstein, WMAJ, State College, Pa. Phone Adams 7-4959.

Florida station has immediate opening for girl DJ with third class ticket. Must have pleasing voice, ability to run control board and have working knowledge of music. $50 for 40 hours to start. Send tape, photo and resume direct to Chick Catterton, WSBB, New Smyrna Beach, Florida.

Wanted . . . all-around staff announcer and DJ. Must have 3rd class phone license. Contact Mr. H. G. Borwick, WVOS, Monticello, N. Y.

Technical

Combo man, 1st phone, permanent. Pleasant New England city. Daytime station. Send resume, photo, tape. Box 915G, B•T.

Engineer or control operator, announcing limited, permanent position 5000 watt CBS. Send full particulars including photo, audition, salary desired, KSPR, Casper, Wyoming.

Chief engineer. Must be experienced. Good salary. Permanent position. Radio Station WMJM, Cordele, Ga.

Wanted: Engineer, first phone, network station. WSYB, Rutland, Vermont.

Chief engineer, am station, 250 watts, WWIN, Baltimore 1, Maryland.

Programming, Promotion, Others

Can you whip out imaginative copy? Pinch-hit on the air? Tend to commercial traffic with dispatch and discretion? This is no job for daydreamers or dawdlers. It is a top job with an eastern seaboard independent. Write completely please. Box 879G, B•T.

Help wanted: Experienced program director and announcer for 5000 watter. Must be good morning man. Box 930G, B•T.

Need girl with ideas, to write selling copy. Permanent job for right person. State salary expected. Reply, John L. Cole, WHLF, South Boston, Virginia.

Immediate opening for experienced copywriter both radio and tv accounts. Established CBS radio and vhf tv operation. Send experience, salary and references to Paul Clarkson, Continuity, WTAD, WHQA-TV, Quincy, Ill.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSC, Somerset, Pennsylvania.

RADIO

Situations Wanted

Managerial

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 625G, B•T.

Successful general manager—thoroughly experienced. 15 years all phases. Excellent references. Available soon. Box 820G, B•T.

General manager, age 29, married, university graduate. 5 years experience from ground up. Held present managership 3 years. Hard worker. Want lifetime position. Willing to invest portion of salary in part ownership. Box 860G, B•T.

Radio station manager available. Seven years experience all phases. Family man, sober, civic minded. Excellent record, Prefer small town, but consider any. Could invest in small station. Write Box 869G, B•T.

Aggressive, selling manager, ten years experience, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Travel for interview. Employer references. Box 897G, B•T.

Manager . . . 25 years radio . . . 2 years television . . . management or sales direction. References. Now available. Box 899G, B•T.

Sales manager—am—independent 500 w plus—north central or northwest. County population over 50,000. Salary plus commission—experienced. Box 903G, B•T.

Announcers

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 756G, B•T.

Sports and newscaster, seeks more responsibility, wire service stringer. Employed met market. DJ, promotion, photography. Box 797G, B•T.

Negro announcer and DJ, a smooth salesman, very good boardman. Box 813G, B•T.

Announcer. First class license. Good voice. Experienced. Box 863G, B•T.

Superior experienced announcer available. Good salary, working conditions required. Family. Box 866G, B•T.

Announcer: Radio or television, 2 years experience all phases radio, DJ, news, continuity, promotion, direction, 2 years college. Box 867G, B•T.

Versatile: Strong on news, DJ and personality. Smooth pleasant delivery for women's commentary program. Family man. Trenton, N.Y., Phila. area. Box 868G, B•T.

Veteran announcer, seven years experience. Definitely no floater. Excellent references. Box 875G, B•T.

Announcer, six years experience, DJ, news, staff, available immediately. Box 881G, B•T.

Announcer: 3 years experience metropolitan market. Excellent voice. Married, vet, college grad. Seek permanent position medium market. Tape, photo, details on request. Box 883G, B•T.

Staff announcer looking for sports minded station. Good sports background and worked all phases of radio. Not a drifter and is ambitious, plus good recommendations. Box 884G, B•T.

Talented, ambitious negro platter spinner. Outstanding show for programming, marketing. Selling voice. Revealing tape, history. Box 885G, B•T.

Announcer—24. married, vet, mature voice, strong on news and commercials. Resume, tape on request. Box 894G, B•T.

Staff announcer. Strong on writing commercials. News, DJ, 3rd class ticket. Box 905G, B•T.

Three years experience. Excel sports. Staff, sales, PD and tv agency background. Married, 24, veteran. Box 907G, B•T.

Announcer, stations staff, light experience. High potential, good news, smooth commercials, pleasing platters, seeking permanent connection. Travel, resume, tape. Box 908G, B•T.

"Radioactive?"—This announcer's summer objective in vacation relief. N.E. seaboard preferred. Amply experienced. Instructing full-time basis N.Y.C. Mature, pleasant commercial delivery. DJ performance easy articulate. Solid news, strong background classical music. University degree, 29, veteran. Available about July 1st. Tape, resume upon request. Box 917G, B•T.

RADIO

Situations Wanted—(Cont'd)

First phone announcer—PD 5 years experience, age 31, single, desire early morning air shift—sales in afternoon. Will consider any and all offers and areas, but prefer east. Box 919G, B•T.

Staff announcer, personality deejay, pop singer. Employed but looking for good future in good market. Will relocate. Single, 26, vet. Box 921G, B•T.

Announcer, looking for opening with small station. Fully qualified in all phases. Recent radio school graduate. Travel, tape. Box 922G, B•T.

Staff announcer, DJ, recent graduate, willing to work hard and learn. Tape, resume on request. Box 923G, B•T.

Staff announcer—very pleasant voice, authoritative news, strong commercials, unique DJ style, good knowledge sports, light experience, dependable, ambitious, immediate availability, tapes, resume. Box 924G, B•T.

Staff announcer—married, friendly mature voice, all phases, light experience, ambitious, tape, resume. Box 925G, B•T.

Personality disc jockey, strong commercials, news, easy to please, good disposition. Free to travel. Tape, resume on request. Box 926G, B•T.

All-around staff announcer, strong on news, DJ, and commercials. Light experience. Looking for position in small station. Will travel. Sober, dependable, with good references. Tape, photo, resume on request. Write Box 927G, B•T.

Announcer-DJ, tired Hollywood hassel, smog and phonies, willing to make financial sacrifice return east. 15 years experience. Now CBS staff. Box 932G, B•T.

Negro DJ, license. Tape, references. W. Betner, Jr., 107-28 139 Street, Jamaica.

Colored disc jockey, good personality. Willing to work. Will travel. Former graduate Cambridge School Radio & Television. Good ideas. Consider all offers. Write, call Reg Dwyer, 933 St. Marks Avenue, Brooklyn, N. Y. Telephone: PR 8-5314.

Announcer, copywriter, strong commercials, news. Dependable, will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey. MUrdock 8-4115.

Midwestern graduate desires position as announcer; experience, board, DJ, news, commercials. Single. Degree, vet. Tape, resume on request. Bill Parker c/o W. Piasecki, 2219 N. Parkside Ave., Chicago, Ill. BE-7-6721, after 6:00 p.m.

Staff: Well versed all phases (will travel). Limited experience. Contact: Allen Richards, 67-40 110th Street, Forest Hills, L. I., N. Y. Call: BO 8-2510.

Conscientious announcer—DJ, news, sports. Experienced Florida indie. Married. Held Navy sports publicity job. Prefer tv potential or progressive am. Northeast—Florida—Carolinas. Gordon Robbie, 619 East Camp Street, Lake City, Fla. Phone 135.

Experienced combo, excellent references, midwest preferred. Phone 90. Jack Teiken, Box 404, Twin Valley, Minnesota.

Experienced staff announcer. Authoritative newscasts. Relaxed commercial delivery. Korean veteran. Will travel. Mel Topper, 934 N. Harper Ave., L. A. 46.

Technical

Experienced am-tv. 2½ years tv studio and transmitter. Am chief 5kw directional seven years. Family man. Box 817G, B•T.

Engineer, first phone, ham license, experienced. Box 861G, B•T.

Midwest only. Want vacation work at 5 to 50 kilowatt station. Experienced studio and xmtter. First fone. Box 862G, B•T.

1st phone, no experience—Navy vet. Grad radio & tv school—31—married—taking CIRE—3rd telegraph—can travel. Box 865G, B•T.

Engineer: Experienced all phases, past chief, Ohio, Michigan. Box 876G, B•T.

Tv engineer, experienced xmtr, studio microwave. 1st phone. Permanent only. Box 877G, B•T.

Engineer: Licensed, fourteen years electronic experience. Four years tv installation, maintenance and operation. Desires position New England, New York area. Box 878G, B•T.

Chief engineer, 15 years experience. Results, no excuses. References. Box 900G, B•T.

RADIO

Situations Wanted—(Cont'd)

First class radio-telephone engineer. Two years experience. Has done some announcing. Box 931G, B•T.

Position desired—first telephone — experienced. Also D. A. Delbert King, 6621 South First Avenue, Birmingham, Ala. Phone 59-9935.

First phone engineer. 7½ years experience all phases broadcast work, including directional. Available immediately. C. A. Terry, R.F.D. No. 1, Platte City, Missouri. c/o F. M. Miller.

Production-Programming, Others

Need creative copywriter? Send for one man's samples if you are a midwest station with TV, and away we'll go. Box 794G, B•T.

Experienced cameraman—video, audio, floor manager, lighting, films, directing. Seeking permanent, or summer position with production opportunity. References; will relocate. Box 864G, B•T.

Newsman . . . experienced in both radio and television writing, editing, beat pounding and presentation. Prefer tv or combined operation. Put me to work and stand back. Box 886G, B•T.

News editor, specializing local news, seeks employment major market. 14 years radio experience, excellent references. Box 890G, B•T.

Copywriter, experienced radio and agencies, wants to relocate in Florida. Can do air work, woman's shows. Box 901G, B•T.

Sales, sales development, sales promotion man. Now delivering for syndicator. Would like to deliver for station. Box 918G, B•T.

Program-production man, twenty years' experience, desires affiliation with established station that still believes in radio and interested in sound programming. Family man. Presently employed. Address Box 934G, B•T.

Professional organist-pianist (former radio announcer—deejay) wants tv experience—staff position. Veteran-single. L. A. Elliott, 710 Fillmore Place, Bay City, Michigan.

Utility men. Pianist, organist, traffic, copy, programming. Victim of cutback. Southern location desired. References. Charlie Friar, 2600 McClintock Road, Apt. 4. Telephone: 2-6768.

TELEVISION

Help Wanted

Managerial

Commercial manager for vhf station in the southeast. Opportunity with established pioneer vhf station having major network. Excellent market. The man needed must be thoroughly experienced in local and national sales; able to lead and direct local sales staff. Prefer one who has knowledge of promotion and media advertising. Habits and character must be above reproach. This is no position for loafers or playboys, yet it is not a sweat shop. An honest day's work is all we expect. Our employees like our shop and fine working conditions. Very seldom does one leave us. This opening is unusual and offers excellent place for the right man. Write with detailed background about yourself, giving present income, experience, business and character references, family status, health; club, church and civic activities if any. All replies "strictly" confidential. Enclose photograph with application. Box 850G, B•T.

Regional sales manager for vhf station to travel midwest territory. Exceptional potential. Send complete details first letter. Box 373G, B•T.

Salesman

Illinois tv only operation has opening (2) for salesmen. Interested in young aggressive men with radio sales experience and anxious for tv transition. Compensation salary plus commission. Write Box 847G, B•T.

Technical

Tv engineer wanted. Experience operating tv studio equipment. State experience and reference. Box 824G, B•T.

Immediate opening for experienced television studio transmitter engineer. Please give qualifications and salary requirement. Call or wire Richard Cochran, Chief Engineer, WFAM-TV, Lafayette, Indiana.

TELEVISION

Situations Wanted

Managerial

Tv sales executive. High calibre, proven, aggressive leader. Seek position as sales manager or top-level salesman with leading metropolitan operation. Long, successful record as top man with present company. Thorough knowledge of entire tv business. Finest references and background. Box 935G, B•T.

Salesmen

Five years radio sales and sales management experience. Desire tv sales opportunity in southeast. Box 882G, B•T.

Technical

Tv transmitter engineer desires to relocate. Two and one half years experience. High power vhf. not a drifter. Have very good reason for leaving present position. Box 888G, B•T.

Radio, motion picture, photography, projectionist experienced. Audio-radio-television graduated. 1st phone. College—engineer major. Seeks television or radio position. Box 902G, B•T.

Studio technician—cameraman. Graduate Television Workshop, New York. Have fine photography background. Veteran. Family man. Will relocate. Box 937G, B•T.

Cameraman—technician: Graduate top New York school. Have fine administrative background, along with photography. Widely traveled. Veteran. Family man. Will relocate. Write Box 938G, B•T.

Production-Programming, Others

Film editor presently employed in major northeast vhf, desires position as film director and buyer. Box 826G, B•T.

Need someone with these qualifications? BA degree, production experience, special services officer, presently directing. Available immediately. Details on request. Box 898G, B•T.

Television farm- director—fifteen years in farm and ranch radio and television production. Film and direct farm and rural programs. Newspaper—newsreel and press service experience. Desire station realizing value of rural programming. Continuous national sponsorship for over ten years proof of a job well done. Location no preference Box 893G. B•T.

I can be the hostess with mostest on your tv show! I can sing, dance, play piano and act, and I can cook too! With complete theatrical background, now eyeing tv. Hope you'll saye "aye" after seeing pix, resume, etc. Please write Box 911G, B•T.

College graduate desires job in tv production, complete tv training, married, presently radio announcer, will accept most positions, job must have potential. Prefer midwest area. Alvan E. Murphy, 303 E. Broadwell, Albion, Michigan. Phone: 6420.

FOR SALE

Stations

Midwest. 1 kw. Independent. Earns $30,000 year. Priced right. Box 887G, B•T.

For sale—Radio station upper midwest. Local outlet, network affiliate, excellent market, no tv. Ideal for manager-owner. No brokers please. Give financial responsibility in first letter. Write Box 889G, B•T.

West Florida daytimer earning approximately $20,000 priced $65,000, half cash. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Radio station. 1000 watt. Daytime. Southern area. Market over 600,000 per owner. Priced under $60,000. Financially qualified principals write Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Two good used Stancil-Hoffman model M5A minitape recorders; will sell together or separately. Box 639G, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 772G, B•T.

Complete Trans Lux news sign, excellent condition, ideal promotion and advertising—$11,000.00. Terms and details on request. Box 871G, B•T.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

FOR SALE—(Cont'd)

For sale: 3 Western Electric 9A reproducers and arms—as a unit or separately. Any reasonable offer considered. Box 916G, B•T.

Western Electric: Double jack panels $17.00; 110A limiter $60.00; 119C repeating coils $8.00; 111C repeating coils $7.00. Box 920G, B•T.

Gates transmitter control console type SA-97 complete with power supply. Suitable for studio operation. Price $500.00. KGHF, Pueblo, Colorado.

For sale: RCA 1 kw uhf transmitter, antenna, and accessories. Also, Federal transmitter, console, antenna, monitor, and 220 foot non-insulated self supporting tower. Contact Lyle C. Motley, WBTM, Danville, Va.

For sale: RCA BTF-3B 3kw fm broadcast transmitter. WHBL, Inc., Sheboygan, Wis.

Complete uhf off-air pickup, video and audio output, 9.6 ft. parabolic dish, receiver monitor, F.I. meter, satisfactory use up to 40 miles—$1,500.00. Address Henry Root, Chief Engineer, WLAM, Lewistown, Maine.

Job recorder, Stromberg timeclock model 36, orig. $176.74. Excellent for use on announcers logs. Best offer takes it. Station WUST, Washington 9, D. C.

10 watt REL fm transmitter, excellent condition, 40′ tower, REL antenna, 100′ of co-ax cable and guying cables. All for $800. City Schools, New Albany, Indiana. Attention Vernon McKown.

RCA-1kw uhf transmitter, antenna, monitors and complete studio set up for channel 28 operation. Full specifications and conditions of sale available. Write to: D. L. McNamara, Purchasing Agent, University of Southern California, University Park, Los Angeles 7, California.

Wanted to Buy

Stations

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, ½ block from ocean. Box 752G, B•T.

Wanted to buy radio station construction permit for small town. Prefer southeast. Box 870G, B•T.

Want to lease good radio station in growing market. All replies strictly confidential. Box 914G, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Wanted: Tv remote equipment including microwave relay. Box 791G, B•T.

250 watt fm transmitters in good working order. Give fullest particulars and price asked. Box 795G, B•T.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Need 220-foot tower, kilowatt transmitter, other equipment for new station. Also WX-2 field intensity meter. Box 874G, B•T.

5000 watt transmitter, used or new; full studio equipment. Box 912G, B•T.

Wanted: Used, but in good condition GPL-Watson vari-focal lens, Model PA-861. KTVK, Phoenix, Arizona.

Wanted to buy. An RCA BC-2B audio consolette in good condition. George B. Smith, WNDU-TV, Notre Dame, Indiana.

Wanted—GR type 732-P1 range extension filter. State price and condition. WGL, Fort Wayne, Indiana.

Wanted: Am frequency monitor. Chief Engineer, WTSB, Lumberton, N. C.

Tv equipment needed—Lenses needed: 2—35mm; 2—50mm; 2—90mm; 2—135mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 2—connecting DuMont "A" cables with connectors. Forward information including price, condition, age and guarantee, if any, to Northwest Radio and Television School, 1221 N. W. 21st Ave., Portland, Oregon.

Complete am transmitter, console, and tower for 1000 watt station. Advise any part you might have to sell. C. A. Kennedy, P. O. Box 71, Columbia, Tennessee.

Want used, good condition, ready to go, short wave and broadcast transmitters, five to one hundred kilowatts. Must be priced right. Payment dollars stateside. Airmail complete details to: Advertiser, 2 Eltisley Avenue, Cambridge, England.

Used dual channel console, 1 DW, fm, transmitter. Radio Department, Ashland College, Ashland, Ohio.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Situations Wanted

Managerial

RADIO-TV SALESMANAGER OFFERS SECURITY*

* Security, Mr. Prospective Employer, is the knowledge that this seasoned and responsible man can manage your sales and allied departments in an efficient and profitable manner.

New York and other major market experience with key radio-tv stations of major network. Have been on the local and national operational sides as Account Executive, in charge of Sales Development, Director of Advertising & Promotion and Sales Manager.

Currently employed, married, age 38. Opportunity for growth is important. Resume, photo and top industry references are available on request.

Box 910G, B•T

PROMOTION MANAGER

Promotion Manager, 5 years promo experience in top market AM-TV stations. Sales presentations, publicity, merchandising, public relations. Graduate degree in advertising. References.

Box 936G, B•T

Technical

TECHNICANS

Due to operational changes in staff, we have four experienced technicians in TV and Radio—(one good film man) that we would like to help relocate. Complete details in confidence if you are interested.

C. G. DeLaney
WHEC
40 Franklin St.
Rochester, New York

TELEVISION

Help Wanted

Managerial

WE BELIEVE IN UHF

MR. TV MANAGER DO YOU?

We need immediately a capable, experienced TV manager and TV sales manager to operate the affairs of a UHF station located in a large midwestern city. Must be willing to accept capital stock of the company substantially in lieu of financial reimbursement. Sufficient financial reimbursement will be made to cover living expenses. Give full details as to your qualifications, experience, family, previous employment, and date available.

Box 811G, B•T

Salesmen

TV SALESMAN WANTED

KCRG-TV, Channel 9, Cedar Rapids, Iowa. Has excellent opportunity for experienced salesman. Station owned by newspaper. Currently constructing 1,085 foot tower. State's highest. New facilities. Including maximum power. Operative this spring giving station Iowa's greatest coverage. Cedar Rapids is fastest-growing city in Iowa. Position offers enterprising man bright future. Guarantee plus commission. Principal accounts would be regional. Wire, call, write Manager Pat Patterson, 4-4194. Full particulars. Applications confidential.

Programming-Production, Others

THE FINDER

Man to find people, places, things to stir imagination of young people. Daily TV program KETC (VHF-educational) St. Louis. Experience helpful, talent essential. Must have own sense of humor. Present Finder leaving soon for CBS and network show after only six months. Send biog., pic., experience to Richard Hartzell, Producer, THE FINDER, KETC, ST. LOUIS, MO.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

For Sale—(Cont'd)

Equipment

FOR SALE—USED

2 RCA 70C2 Turntables, complete with RCA & Gray arms and RCA & GE pickups; 1 RCA 86A1 Limiting Amplifier; Channel 4 RCA 19104C Sideband filter modified for 25 kw; Channel 4 RCA 5 kw Notch Diplexer; 1 RCA TT1A Television Microwave System including (Transmitter less wave meter, Transmitter control, Receiver and Receiver control); 1 RCA WM20; 1 Jones MM200 Micromatch; 1 GE BM1A FM Monitor; 1 RCA BTF3B/C FM Transmitter.

NEW

1 RCA BC2B Audio Console.

Contact
J. L. Berryhill
KRON-TV
San Francisco, California

OVER 100 NEEDED

That's what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

In less than three weeks Mr. Snowden reported the response "Overwhelming".... In fact ... "We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina".

Week after week, B•T has consistently produced top results for classified advertisers.

So, whether it's personnel or equipment you need, let B•T help you solve your problems through a classified ad.

(Continued from page 96)

ditions; WTLE Evanston, Ill., to 10-12-55; KBID-TV Fresno, Calif., to 10-12-55; KABC-TV Los Angeles, Calif., to 10-10-55; WFIE (TV) Evansville, Ind., to 10-1-55; KTVU Stockton, Calif., to 10-7-55; WNBF-TV Binghamton, N. Y., to 10-8-55; WJTV Jackson, Miss., to 10-8-55; KSL-TV Salt Lake City, Utah, to 10-8-55.

Actions of March 24

Granted License

WESO Southbridge, Mass., WESO Inc.—Granted license for am broadcast station (BL-5659).

KXLY-TV Spokane, Wash., Northern Pacific Television Corp.—Granted license for tv broadcast station (BLCT-142).

Remote Control

WKBC North Wilkesboro, N. C., Wilkes Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

KCAR Clarksville, Tex., Texo Bcstg. Co.—Granted Mod. of CP for extension of completion date to 8-12-55.

Actions of March 22

Los Angeles, Calif., Paramount Television Productions Inc.—Granted informal application for Mod. of Permit to transmit video transcriptions of the program "Wrestling from Hollywood" via air or rail express to Canadian Television Stations, CBUT-TV Vancouver, British Columbia, CHSJ (TV) St. John, New Brunswick, CBWT (TV) Winnipeg, Manitoba, CBMT (TV) Montreal, CJCB-TV Sydney, Nova Scotia, CHCT-TV Calgary, Alberta, CFCM-TV Quebec City, Quebec, CBHT-TV Halifax, Nova Scotia, CFPL-TV London, Ontario, CBOT (TV) Ottawa, Ontario, CBLT (TV) Toronto, Ontario, and CKCO-TV Kitchener, Ontario, for broadcast by these stations in Canada, for the period ending Feb. 1, 1956.

Granted License

WCRS-FM Greenwood, S. C., Grenco Inc.—Granted license covering changes in fm station (BLH-1039).

WHBF Rock Island, Ill., Rock Island Bcstg. Co.—Granted license covering installation of a new transmitter and antenna, at main studio location, as an auxiliary transmitter and antenna (1270 kc, 250 w) (BL-5653).

WPRY Perry, Fla., Taylor County Bcstg. Co.—Granted license covering change of facilities (BL-5649).

KOLR Sterling, Colo., High Plains Bcstg. Corp.—Granted license for am broadcast station (BL-5648).

KYNT Yankton, S. D., Yankton Bcstg. Co.—Granted license for am broadcast station (BL-5647).

WCKI Greer, S. C., Greer Radiocasting Co.—Granted license for am broadcast station (BL-5650).

WALD Walterboro, S. C., Walterboro Bcstg. Co.—Granted license covering change of facilities, installation of new transmitter and changes in antenna system (increase in height) (BL-5652).

WGST Atlanta, Ga., Board of Regents, U. of Georgia—Granted license covering installation of a new transmitter, as an alternate main transmitter, to operate on 920 kc, 1 kw night and 5 kw day (BL-5654).

Modification of CP

The following were granted extensions of completion dates as shown: KSPG Tulsa, Okla., to 10-4-55; KTVO Kirksville, Mo., to 8-1-55; KERO-TV Bakersfield, Calif., to 10-5-55; KPTV Portland, Oreg., to 10-4-55; WBRC-TV Birmingham, Ala., to 10-4-55; WKVM San Juan, P. R., to 6-25-55, conditions.

Actions of March 21

Modification of CP

The following were granted extension of completion dates as shown: WSLI-TV Jackson, Miss., to 9-22-55; WQXI-TV Atlanta, Ga., to 10-19-55; WJDM Panama City, Fla., to 9-21-55; KMYR Denver, Colo., to 10-12-55, conditions.

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Broadcast Bureau—granted petition for an extension of time to and including April 12, to file exceptions to the initial decision in ch. 12 tv proceeding, Richmond, Va. (Dockets 8945, 10805) (Action 3/28).

By Hearing Examiner H. Gifford Irion on March 28

Upon request of applicants in ch. 7 tv proceeding, Buffalo, N. Y. (Great Lakes Television Inc., et al) and without objection by Broadcast Bureau, ordered that the further hearing now scheduled for March 30 is continued to April 14.

By Hearing Examiner Elizabeth C. Smith on March 28

Granted joint motion of applicants in ch. 4 tv proceeding (Television City Inc., McKeesport, Pa., et al), for corrections in various respects to the transcript of evidence (Dockets 7287, et al).

By Hearing Examiner H. B. Hutchison on March 28

Issued Statement and Order concerning matters agreed to between the parties which shall govern the course of the hearing re application of Streets Electronics Inc. (KGEO-TV), Enid, Okla., for Mod. of CP (Docket 11302, BMPCT-2729).

March 29 Applications

ACCEPTED FOR FILING

Renewal of License

KXRJ Russellville, Ark., The Valley Bcstrs.—(BR-1508).

WALB Albany, Ga., Herald Pub. Co.—(BR-1134).

WDAR Savannah, Ga., WDAR Inc.—(BR-1318).

KTRY Bastrop, La., Morehouse Bcstg. Co.—(BR-1900).

KSIG Crowley, La., Acadia Bcstg. Co.—(BR-1553).

KVOL Lafayette, La., Evangeline Bcstg. Co.—(BR-859).

KANV Shreveport, La., Northwest Louisiana Bcstg. Corp.—(BR-2978).

WLOX Biloxi, Miss., WLOX Bcstg. Co.—(BR-2033).

WJMB Brookhaven, Miss., Brookhaven Bcstg. Co.—(BR-1995).

WTOK Meridian, Miss., Southern Television Corp.—(BR-1521).

Renewal of License Returned

WRJW Picayune, Miss., Moseley Brothers.

Modification of CP

WVLN-FM Olney, Ill., Olney Bcstg. Co.—Mod. of CP (BPH-1976) as mod. which replaced expired permit for extension of completion date (BMPH-4988).

KRCA (TV) Los Angeles, Calif., National Bcstg. Co.—Mod. of CP (BPCT-1462) as mod. which authorized changes in facilities of existing tv station to extend completion date to 6-18-55 (BMPCT-3000).

WMGT (TV) North Adams, Mass., Greylock Bcstg. Co.—Mod. of CP (BPCT-1259) as mod. which authorized new tv station to extend completion date to 10-15-55 (BMPCT-2999).

KOIN-TV Portland, Ore., Mount Hood Radio & Television Bcstg. Corp.—Mod. of CP (BPCT-1029) as mod. which authorized new tv station to extend completion date to 10-21-55 (BMPCT-2998).

License for CP

KWK-TV St. Louis, Mo., KWK Inc.—License to cover CP (BPCT-324) as mod. which authorized new tv station (BLCT-281).

WSVA-TV Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—License to cover CP (BPCT-1324) as mod. which authorized new tv station (BLCT-284).

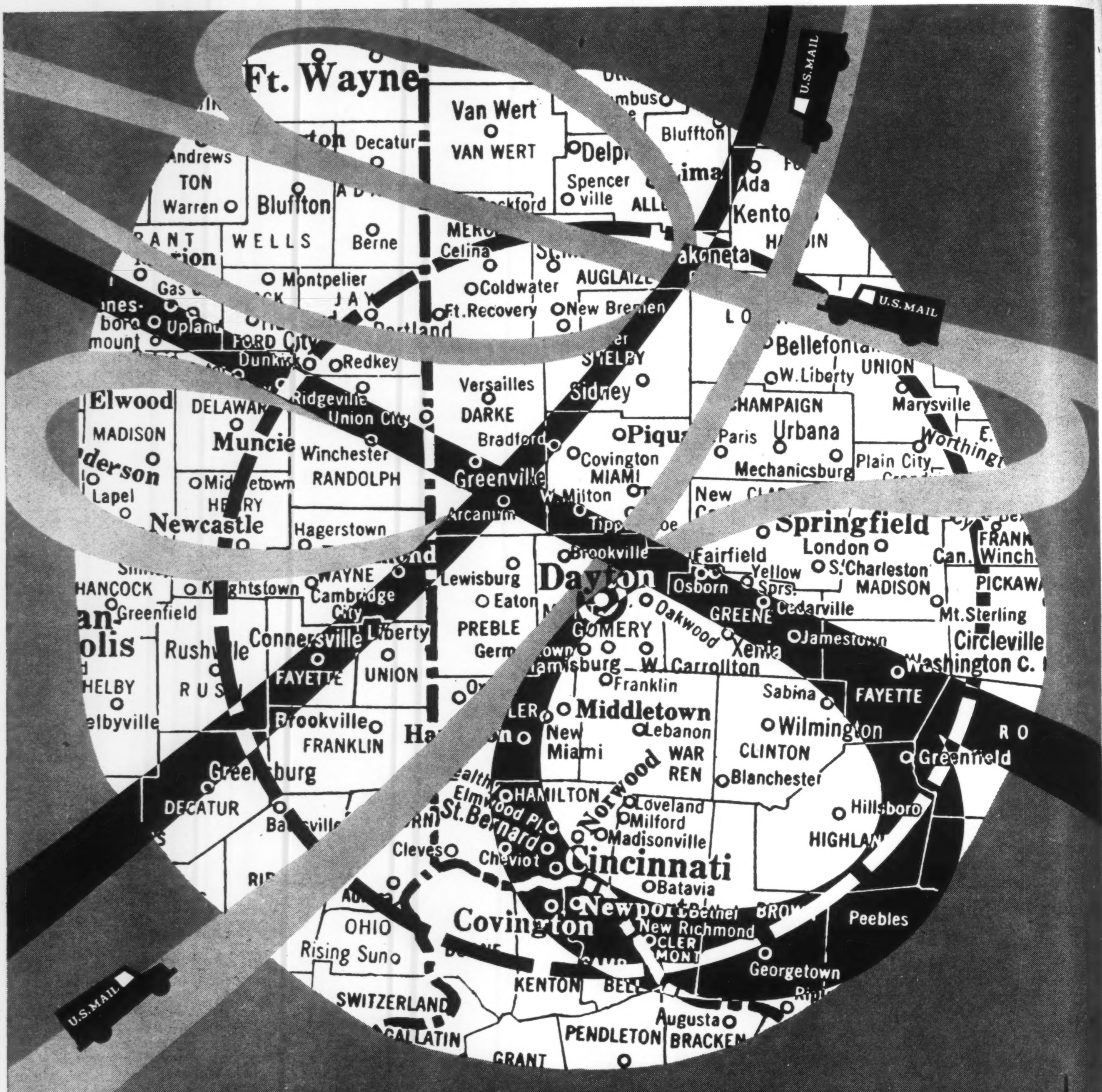
March 30 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of license on regular basis: WAJF Decatur, Ala.; WAYX Waycross, Ga.; WBGR Jesup, Ga.; WBHF Cartersville, Ga.; WBIA Augusta, Ga.; WGFS Covington, Ga.; WGLS Decatur, Ga.; WGRA Cairo, Ga.; WHBB Selma, Ala.; WIMO Winder, Ga.; WKAB Mobile, Ala.; WOWL Florence, Ala.; WPBB Jackson, Ala.; WPID Piedmont, Ala.; WTUS Tuskegee, Ala.; WZOB Fort Payne, Ala.; WHBO Tampa, Fla.


U.S. MAIL
U.S. MAIL
U.S. MAIL
Ft. Wayne
Van Wert
VAN WERT
Decatur
Bluffton
Warren
WELLS
Berne
Delphos
Spencerville
Lima
Ada
Kenton
Wapakoneta
Celina
Coldwater
Ft. Recovery
New Bremen
AUGLAIZE
Montpelier
JAY
Portland
Upland
Dunkirk
Redkey
Bellefontaine
W. Liberty
UNION
Marysville
Versailles
DARKE
SHELBY
Sidney
Elwood
MADISON
DELAWARE
Muncie
Ridgeville
Union City
Winchester
RANDOLPH
Bradford
Piqua
Covington
MIAMI
Paris
Urbana
CHAMPAIGN
Mechanicsburg
Plain City
Worthington
Greenville
W. Milton
Arcanum
Lapel
Middletown
HENRY
Newcastle
Hagerstown
Springfield
London
S. Charleston
MADISON
FRANKLIN
Winchester
Brookville
Fairfield
Yellow Sprs.
Osborn
Cedarville
HANCOCK
Greenfield
Knightstown
WAYNE
Cambridge City
Lewisburg
Eaton
Dayton
PREBLE
Oakwood
GREENE
Xenia
Jamestown
Mt. Sterling
PICKAWAY
Circleville
Washington C. H.
Rushville
Connersville
Liberty
Germantown
Miamisburg
W. Carrollton
SHELBY
Shelbyville
RUSH
FAYETTE
UNION
Franklin
Sabina
FAYETTE
Middletown
Wilmington
Brookville
FRANKLIN
Hamilton
New Miami
Lebanon
WARREN
CLINTON
Greenfield
Greensburg
DECATUR
HAMILTON
Norwood
Loveland
Milford
Madisonville
Blanchester
Hillsboro
HIGHLAND
Elmwood Pl.
St. Bernard
Cheviot
Cleves
Cincinnati
Batavia
Newport
Bethel
New Richmond
CLERMONT
Peebles
Covington
OHIO
Rising Sun
Georgetown
KENTON
SWITZERLAND
Augusta
PENDLETON
BRACKEN
GALLATIN
GRANT

During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

whio-tv
CBS • DUMONT

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS

April 4, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 306,318
► WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
► WTVY (9) Young

Mobile—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) 3/23/55-Unknown

Montgomery—
► WCOV-TV (20) ABC, CBS, DuM; Raymer; 61,259
► WSFA-TV (12) NBC; Katz; 89,110

Munford†—
► WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 118,560

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 118,560
► KPHO-TV (5) CBS, DuM; Katz; 118.560
► KTVK (3) ABC; Weed

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 37,957
► KVOA-TV (4) ABC, NBC; Raymer; 37,957

Yuma†—
► KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 95,581
KTHV (11) Branham; 11/4/54-Unknown
► KATV (7) (See Pine Bluff)

Total stations on air in U. S. and possessions: 427; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,029,308.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 459,256; WGR-TV, 419,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Station

The following tv station is the newest to start regular programming:
WPRO-TV Providence, R. I. (ch. 12), March 27.

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Weed; 87,000
► KERO-TV (10) CBS, NBC; Hollingbery; 146,398

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS, DuM; Branham; 156,035
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Weed; 2,058,196
► KHJ-TV (9) DuM; H-R; 2,058,196
► KNXT (2) CBS; CBS Spot Sls.; 2,058,196
► KRCA (4) NBC; NBC Spot Sls.; 2,058,196
► KTLA (5) Raymer; 2,058,196
► KTTV (11) Blair; 2,058,196

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
► KBET-TV (10) CBS, ABC; H-R

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 290,000
► KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,068,555
► KPIX (5) CBS; Katz; 1,068,555
► KRON-TV (4) NBC; Free & Peters; 1,068,555
► KSAN-TV (32) Stars National; 210,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 82,836

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 120,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
456,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299

New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Spring '55

Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000

Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750

Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000

Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55 (granted STA March 18)

West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 95,412

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 94,628
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) McGillvra; 150,990

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel: 60.107
WSAV-TV (3) 1/26/55-Unknown

Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900

Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna 32,419

Lewiston†—
KLEW-TV (3) 2/9/55-Unknown

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollinbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55

Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139

Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 540,020
► WTTV (4) See Bloomington

Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau 66,500

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000

Waterloo (Fort Wayne)—
► WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,800

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) 3/23/55-Unknown

Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932

Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS, DuM; Katz; 152,835

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 199,012

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 91,552

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427

Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600

Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
WBRZ (2) Hollingbery; 1/28/54-4/14/55 (granted STA March 17)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55

Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 44,550

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 306,096
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM Raymer; 77,730
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) 2/16/55-9/1/55

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
► WTWO (2) CBS; Venard

Lewiston—
WLAM-TV (17) See footnote (c)

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 598,207
► WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,290,537
► WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTOA-TV (56) DuM; Everett-McKinney; 190,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 172,000
► WWLP (61) ABC, NBC; Hollingbery; 172,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 510,566
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 542,409

Lansing—
► WTOM-TV (64) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 585,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300

Rochester—
► KROC-TV (10) NBC; Meeker; 95,833

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

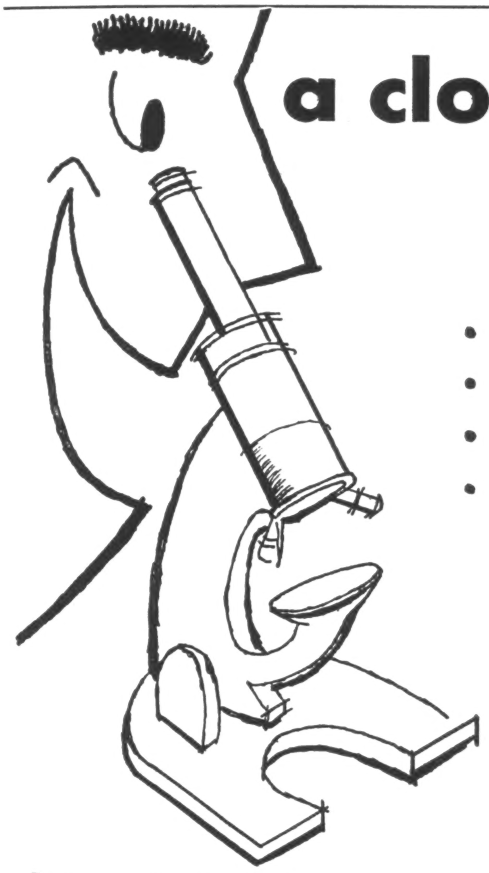
Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 115,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
WTWV (9) 12/8/54-Fall '55



a close look at facts . . .

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- **One of the Mid-west's most prosperous industrial and agricultural markets**
- **$714,500,000 Retail Sales in year '53-'54**
- **Blanketed ONLY by WTHI-TV's 316,000 watt signal**
- **227,000 Homes *(147,000 TV homes)***

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 150,504
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

Joplin—
► KSWM-TV (12) CBS; Venard; 84,680

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 761,760
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
KTVI (36) 3/9/55-Unknown (station currently operates on ch. 54 at Belleville, Ill. [WTVI (TV)]

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 18,750

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 117,208
► KUON-TV (*12) 76,618

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson; 28,200

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 55,630
► KGGM-TV (13) CBS; Weed; 55,630

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 321,490
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 452,256. See footnote (a).
► WBUF-TV (17) 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 455,043. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500

Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 425,800

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 37,000
► WLOS-TV (13) DuM; Venard; 307,610

Chapel Hill†—
► WUNC-TV (*4) 377,350

Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 207,760

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

New Bern†—
Nathan Frank (13) 2/9/55-Unknown

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv 26,261

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 116,285

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 321,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid—
► KGEO-TV (5) ABC; Pearson; 174,780

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,75

Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,10
► WKY-TV (4) ABC, NBC; Katz; 313,060

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

Medford—
► KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750

Portland—
► KLOR (12) ABC; Hollingbery
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c) (expects to be back on air April 1)

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222

Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000

Sunbury†—
WROK-TV (38) 2/9/55-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 88,000
► WPRO-TV (12) Blair

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ELDORADO 5-0405

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,400

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 166,528
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 76,000
► WIS-TV (10) NBC, DuM; Free & Peters; 153,964
► WNOK-TV (67) CBS; Raymer; 78,000

Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340

Greenville—
► WFBC-TV (4) NBC; Weed; 315,717
► WGVL (23) ABC, DuM; H-R; 113,000

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
► WDXI-TV (7) CBS; Burn-Smith

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890

Memphis—
► WHBQ-TV (13) CBS; Blair; 343,078
► WMCT (5) ABC, NBC, DuM; Branham; 343,078
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 234,750
► WSM-TV (4) NBC, DuM; Petry; 234,750

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 237,400

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620

Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 69,933
► KGNC-TV (4) NBC, DuM; Katz; 69,933

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 112,853

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

Dallas—
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
► KTSM-TV (9) NBC; Hollingbery; 63,868

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 455,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215

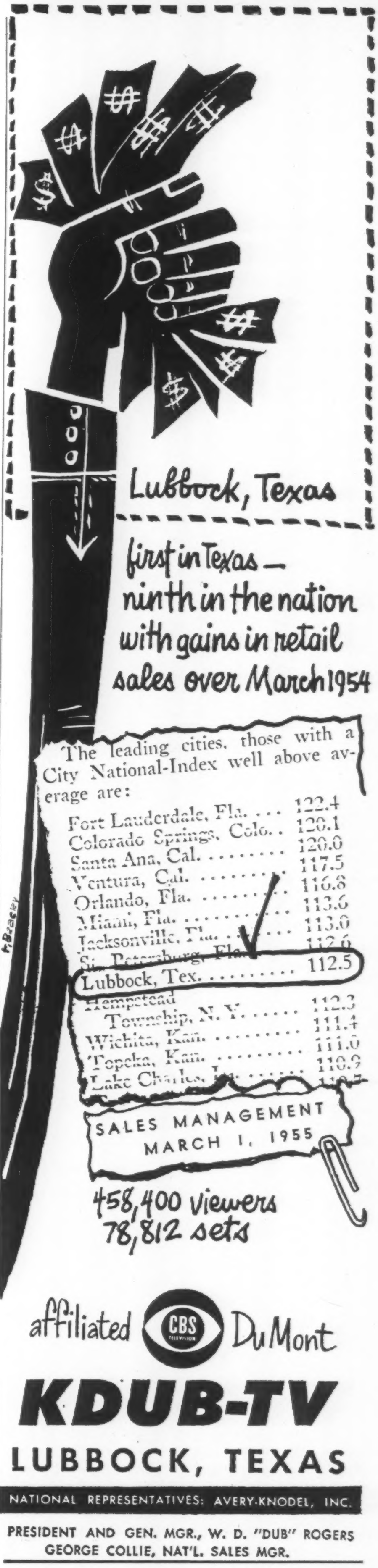
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 404,500
► KTRK-TV (13) ABC, DuM; Blair; 404,500
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 45,628

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812

Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250



first in Texas—
ninth in the nation
with gains in retail
sales over March 1954

The leading cities, those with a City National-Index well above average are:
Fort Lauderdale, Fla. ... 122.4
Colorado Springs, Colo. .. 120.1
Santa Ana, Cal. 120.0
Ventura, Cal. 117.5
Orlando, Fla. 116.8
Miami, Fla. 113.6
Jacksonville, Fla. 113.0
St. Petersburg, Fla. 112.6
Lubbock, Tex. 112.5
Hempstead 112.3
Township, N. Y. 111.4
Wichita, Kan. 111.0
Topeka, Kan. 110.9
Lake Charles, La. 110.7

SALES MANAGEMENT
MARCH 1, 1955

458,400 viewers
78,812 sets

affiliated CBS TELEVISION DuMont

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 246,795
► WOAI-TV (4) ABC, NBC, DuM; Petry; 244,350
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 112,975
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 112,440
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
KWTX-TV (10) Pearson; 12/1/54-4/1/55
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 170,400
► KTVT (4) NBC; Katz; 170,400
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 183,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 352,962
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769
Times-World Corp. (7) Initial Decision 3/16/55

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
► KEPR-TV (19) 47,567 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 422,375
► KOMO-TV (4) NBC; Hollingbery; 422,375
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 113,360
► KREM-TV (2) ABC; Petry; 99,247
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 422,375
► KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 47,567

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-4/15/55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 55,000
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
► WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 56,300

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KENI-TV (2) ABC, CBS; Weed; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 69,000
► KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All-Canada, Weed; 13,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 28,500
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
► CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

UPCOMING

APRIL

April 4: RAB Clinic, Billings, Mont.
April 5: RAB Clinic, Boise, Idaho.
April 6: RAB Clinic, Portland, Ore.
April 7: RAB Clinic, Spokane, Wash.
April 8: RAB Clinic, Seattle, Wash.
April 8-9: Alabama Broadcasters Assn. meeting, Whitney Hotel, Montgomery.
April 11: Washington State Assn. of Broadcasters meeting, Seattle.
April 12: NARTB Tv Board, NARTB Headquarters, Washington.
April 13-15: National Federation of Adv. Agencies Inc. meeting, Escape Hotel, Ft. Lauderdale, Fla.
April 15: Board of Governors, Canadian Broadcasting Corp., Parliament Bldgs., Ottawa.
April 15: Deadline, Nominations for Advertising Hall of Fame, New York.
April 15: Nebraska Broadcasters Assn. meeting, Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17: BMI Clinic, Hotel Samar, Salina, Kan.
April 17: Kansas Assn. of Radio Broadcasters meeting, Hotel Samer, Salina.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: New York State Assn. of Radio & Television Broadcasters meeting, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 20: Peabody Award presentation, Hotel Roosevelt, N. Y.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boco Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

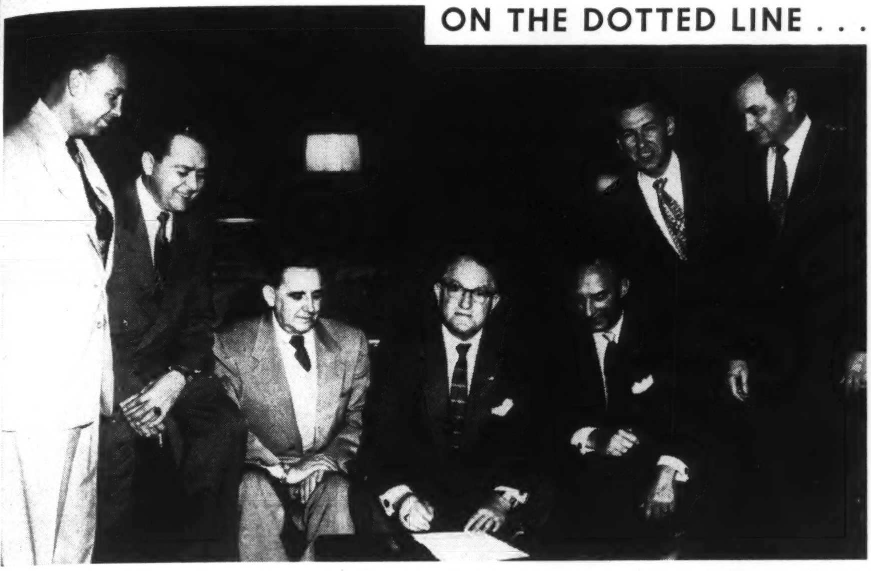
MAY

May 2: Deadline applications, Weed Broadcasting Scholarship, Iowa State College, Ames.
May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 15: Deadline Applications WAAM Television Fellowship, Johns Hopkins U., Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Cilinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22-26; NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 22: Radio Pioneers Banquet, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.
(RAB Clinics are scheduled through Nov. 18.)

JUNE

June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.

ON THE DOTTED LINE . . .



CONTRACT to sponsor *Dodge News Final* five nights a week on WLAC-TV Nashville is agreed to by the Dodge Dealers of Middle Tennessee. Signing the pact is Jim Brady, Jim Brady Motor Co., McMinnville, chairman of the group's advertising committee. With him are (l to r): John O'Connor, Dodge representative; Ray Bauer, Dodge district manager; Mack Sawyer, Cumberland Motor Co., Nashville (world's oldest Dodge franchise); T. B. Baker Jr., WLAC-TV Inc. executive vice president and general manager; W. W. (Bill) Walker, WLAC-TV commercial manager, and Loy G. Hardcastle, Hardcastle Motor Co., Franklin, advertising committee member.

THE JIM BURKE Buick Co. completes negotiations with WBRC-TV Birmingham, Ala., to sponsor *Million Dollar Movie*, Sundays, 10 to 11:30 p.m., for 52 weeks, effective immediately. L to r: Oliver Naylor, WBRC-TV general sales manager; Mr. Burke; Tom Whitley, WBRC-TV account executive, and J. Robert Kerns, station vice president managing director.

GREEN RIVER
REA
APPLIANCE DIVISION
WJS

COMPLETING arrangements between WVJS Owensboro, Ky., and Green River R.E.A. (appliance division), for 52-week sponsorship of *A Chat With Jack McClure*, featuring County Agent Jack McClure, are (l to r): seated, Mr. McClure and J. R. Miller, R.E.A. manager, and (standing), Leola C. Hayden, WVJS promotion manager-salesman, and Elton Dawson, department manager for the appliance division. The station believes that the contract may represent the first on-the-air sponsorship of a county agent.

AMERITONE's first tv contract, calling for thirteen 75-minute feature films on KRCA (TV) Hollywood, is signed by (l to r) Beep Roberts, station account executive; Victor Schneider, executive, Vi-Cly Industries Inc. (manufacturers of Ameritone Vinyl-Bond Paint), and Harold Dreyfus, president, Dreyfus Co., Los Angeles agency.

THE ROYAL CROWN Bottling Co., Newark, N. J., will sponsor the Ames Brothers in a 15-minute musical show beginning April 1 on WABD (TV) New York. At the signing are (l to r): seated, Eugene F. Donnelly, RC executive vice president; George L. BarenBregge, WABD general manager; standing, William T. Blair, RC advertising manager, and Perry Frank, WABD sales staff.

June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27: RAB Clinic, Bismarck, N. D.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: RAB Clinic, Minneapolis.
June 29: RAB Clinic, Omaha, Neb.
June 30: RAB Clinic, Des Moines, Iowa.

JULY

July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.

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city zone state

editorials

Juvenile Jury

IT WAS just about four years ago that Sen. Estes Kefauver became the first politician to star on television. With a slight strain of the memory it is possible to recall that a minor Kefauver-for-President boom followed his sudden exposure as the righteous and relentless ringmaster of the Senate crime committee hearings of 1951.

One finds it hard to suppress the suspicion that Mr. Kefauver hopes to do it all again—this time, he presumably hopes, with more success. The national political conventions are to be held next year. This week he will begin a new round of hearings on a subject of popular interest.

He is chairman of the Senate Juvenile Delinquency Subcommittee, which has $125,000 to spend. His first big order of business will be to spend part of it on public hearings to investigate the effects of television programming on juvenile crime.

At this stage, the projected hearings do not seem to promise the intense drama and occasional, if unintentional, comedy of Mr. Kefauver's first big production. It is doubtful that there will be witnesses as fascinating as, say, Frank Costello, the shy gangster, or Virginia Hill, who testified to "trysts," as the tabloids of the times called them, with such practiced trysters as Bugsy Siegel, the late West Coast director of Murder Inc.

The Senator will indeed have difficulty in assembling another cast like that. But he is a resourceful man, and undoubtedly a hungry one after nearly four lean years without much attention from the public. He can be counted on to get as much excitement out of juvenile delinquency as juvenile delinquents themselves. Somewhere, we cannot help thinking, he has hidden a junior Frank Costello, a mere slip of a Virginia Hill, who await his cue to come rushing with their eye-popping stories to the cameras and the microphones.

Certainly the cameras and microphones will be there, if Sen. Kefauver has to lug them in himself. He already has hinted that his committee would never be one to ban coverage by radio and television. The principle of admitting radio-tv to public hearings is, of course, sound. The Senator is to be commended for adhering to that principle.

In this case, broadcasters are in a rather ticklish position, since it is they, in a sense, who will be on trial at the very hearing which they have been invited to cover. It is to be hoped, however, that they are not frightened into overplaying Mr. Kefauver's show.

To be sure, they cannot ignore it in their newscasts. They are not, however, under compulsion to rebuild the Senator into a candidate for the Democratic Presidential nomination in 1956—not even if he produces from the wings a whole mob of wee hoodlums.

Dollars for Football

FOLLOWERS of the history of college football television last week got the impression that this was where they came in. NBC bought, for a reported $1.3 million, the television rights to the seven "national" games which the National Collegiate Athletic Assn. will permit to be telecast this year.

Last year ABC paid roughly $4 million for the right to telecast 13 games, and lost its shirt. It is not to criticize NBC, which won the rights by competitive bidding, to say that the price is still ridiculous. What is worse, the system is still ridiculous too.

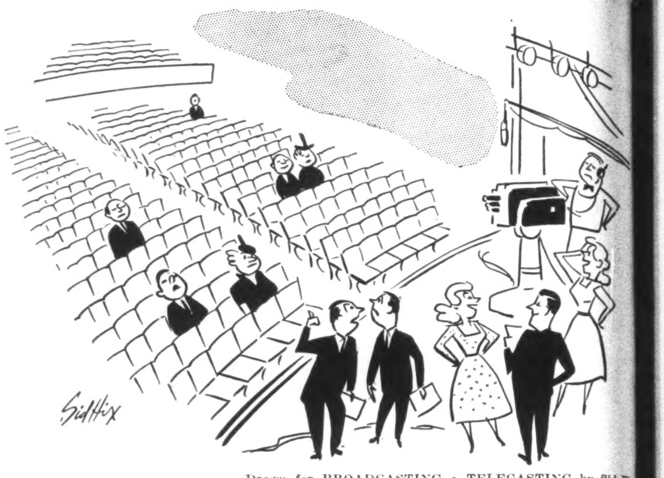
The new NCAA football tv plan represents a slight concession to the regional interests of its members, but it is still a long way from the unrestricted television that must eventually come.

It is still, in short, rigidly controlled programming, with the NCAA continuing to act as a central authority of great power.

The original NCAA control formula was based on panicky predictions that tv would demolish the gate receipts needed to support high-pressure football. Through a curious logic foreign to classroom teachings, the fears were soon accepted as facts on the basis of inadequate and inconclusive research that reflected the drama of tv's arrival in many communities.

College officials committed another pedagogical blunder when they refused to recognize the conclusive research data in the Jerry Jordan studies, which used gate receipts to show how entrance of tv in an area sets up a "honeymoon" period after which people go back to normal living habits—and normal stadium attendance. They compounded their blunder by maneuvering research data to yield conclusions not justified by the field findings.

In the long run, the NCAA will have to relinquish its tight control and let its members decide their television futures for themselves—that is, if the cherished academic freedom of American universities and colleges is not to be barred at the stadium gate.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I think we'd better skip our usual pan shot of the audience this morning."

Network 'Studies'; Uptown & Downtown

SOME semblance of orderly procedure seems to be emerging from the confusion precipitated by the Plotkin and Jones reports stemming from the overall television situation.

It looks as though the FCC, after all, will get funds to conduct its own "study" of networks, now that the House has approved an $80,000 special appropriation ear-marked for this purpose. The Senate Commerce Committee proposes to spend a substantial part of its $200,000 budget for an overall "study" looking toward updating of the Communications Act to fit present conditions, which were undreamed of in 1934 when the Act became law.

The FCC, of course, still has to hurdle the Senate on its appropriation, but since much of that which it hopes to develop will be of basic value to the Magnuson Committee, approval should be forthcoming. The FCC for several years has asked Congress to give it additional funds for this special study, but has been stopped by the House, in which appropriations originate.

Once the FCC gets money, it will be in a position to chart its course. At that time, it is evident, it should consult the Magnuson Committee on the scope of its activity, so that the Committee's special staff will not duplicate this work, and concentrate on those matters not otherwise covered.

The FCC is an expert body. It is an arm of the legislative branch—a point made repeatedly by Chairman Magnuson and his predecessors and subscribed to by FCC's new chairman, George C. McConnaughey. The extent to which the Senate Committee, which has many other things to do, involves itself in a grass-roots inquiry into the network-tv field, will depend in large measure upon how well the FCC does its job, assuming, of course, that the Senate concurs in giving it the funds.

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